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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91194974
Party	Plaintiff Promark Brands Inc. and H.J. Heinz Company
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Date	03/22/2013
Attachments	Opposers' Notice of Filing of Certified Deposition Transcript and Exhibits-Gray.pdf (3 pages)(101598 bytes) Gray - Corrected - Full.pdf (57 pages)(2653813 bytes) Exhibit 36.pdf (3 pages)(26079 bytes) Exhibit 37.PDF (1 page)(205328 bytes) Exhibit 37A.pdf (2 pages)(662829 bytes) Exhibit 37B.pdf (2 pages)(644491 bytes) Exhibit 37C.pdf (2 pages)(645538 bytes) Exhibit 37D.pdf (2 pages)(593927 bytes) Exhibit 37E.pdf (2 pages)(627620 bytes) Exhibit 37F.pdf (2 pages)(630925 bytes) Exhibit 38.pdf (17 pages)(4168148 bytes) Exhibit 41.pdf (13 pages)(3258697 bytes) Exhibit 42.pdf (8 pages)(1738180 bytes) Exhibit 43_Part1.pdf (10 pages)(1510857 bytes) Exhibit 43_Part2.pdf (10 pages)(1446101 bytes) Exhibit 43_Part3.pdf (10 pages)(1145366 bytes) Exhibit 43_Part4.pdf (8 pages)(912764 bytes)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

PROMARK BRANDS INC. and H. J. HEINZ COMPANY, Opposers, vs. GFA BRANDS, INC., Applicant.	**Opposition No. 91194974 (Parent) and Opposition No. 91196358** U.S. Trademark Application 77/864,305 For the Mark **SMART BALANCE** U.S. Trademark Application 77/864,268 For the Mark **SMART BALANCE**

OPPOSERS' NOTICE OF FILING OF
CERTIFIED DEPOSITION TRANSCRIPT AND EXHIBITS

Pursuant to Rule 2.125(c) of the Trademark Rules of Practice and Section 703.01(k) of the Trademark Trial and Appeal Board Manual of Procedure (the "TBMP"), Opposers, ProMark Brands Inc. and H. J. Heinz Company, hereby file with the Board, and notify Applicant of the filing of, the corrected certified transcript and accompanying exhibits from the February 20, 2013, testimony deposition of Eric Michael Gray.

Pursuant to Section 703.01(n) of the TBMP, the transcript has been corrected by writing each correction above the original text that it corrects, each of which has been initialed by Mr. Gray. (An Errata Sheet listing the corrections has also been included at the end of the transcript.)

Per the stipulated protective order filed on June 30, 2011, and approved by the Board on July 26, 2011, and pursuant to Rules 2.125(e) and 2.126(c) of the Trademark Rules of Practice

and Section 703.01(p) of the TBMP, the following portions of the transcript and accompanying exhibits have been designated as "Confidential – Attorney's Eyes Only" and are being filed with the Board under seal, under separate cover:

Pages 36-48;

Opposers' Exhibits 39 and 40;

Page 49, Line 23 through Page 50, Line 9;

Pages 58-73; and

Opposers' Exhibits 44-47.

Dated this 22nd day of March, 2013.

By: /Angela R. Gott/

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CERTIFICATE OF SERVICE

The undersigned certifies that a copy of the foregoing was sent by UPS, postage prepaid, on this 22nd day of March, 2013, to Counsel for Applicant:

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ERIC MICHAEL GRAY

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

- - -

PROMARK BRANDS INC. and H.J. Heinz Company,	)	Opposition No. 91194974 (Parent) and Opposition No. 91196358
Opposers,	)	
vs.	)	U.S. Trademark Application 77/864,305 For the Mark Smart Balance
GFA Brands, INC.,	)	
Applicant.	)	U.S. Trademark Application 77/864,268 For the Mark Smart Balance

- - -

Deposition of ERIC MICHAEL GRAY

Wednesday, February 20, 2013

- - -

The deposition of ERIC MICHAEL GRAY, called as a witness in his own right, pursuant to Rule 2.123 of the Trademark Rules of Practice and Rules 28 and 30 of the Federal Rules of Civil Procedure, taken before me, the undersigned, Jenna Nicole Freund, a Notary Public in and for the Commonwealth of Pennsylvania, at the offices of Jones Day, 500 Grant Street, Suite 4500, Pittsburgh, Pennsylvania 15219, commencing at 11:17 o'clock a.m., the day and date above set forth.

- - -

ORIGINAL

ERIC MICHAEL GRAY

APPEARANCES:

On behalf of the Opposers:

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- - -

ALSO PRESENT:

Sabrina Hudson
Mike Hertlein

- - -

ERIC MICHAEL GRAY

ERIC MICHAEL GRAY

called as a witness in his own right, having been first duly sworn, as hereinafter certified, was deposed and said as follows:

DIRECT EXAMINATION:

BY MR. FRAELICH:

Q Could you please state your full name for the record?

A My full name is Eric Michael Gray.

Q Do you go by Eric?

A I go by Rick as a nickname.

Q Where are you currently employed?

A I work for Heinz North America.

Q What is the physical address at which you work?

A The address is 357 6th Avenue, Pittsburgh, PA 15222.

Q And how long have you worked for Heinz?

A Approximately eight and a half years.

Q Okay. And what is your current position at Heinz?

A I am the associate director of the Smart Ones brand.

Q And describe for me your job

ERIC MICHAEL GRAY

responsibilities as the associate director for the Smart Ones brand?

A I am responsible for the profit delivery of the brand to the company and the entire cross functional team, which includes new product development, product launches and all of our marketing, which would include packaging, advertising and promotions.

Q Anything else?

A I would say that I am also responsible for trade promotions, so where our products are sold, pricing.

Q As part of your job responsibilities, is it important for you to be aware of the way in which the Smart Ones products are sold and marketed?

A Yes.

Q When do you do to make yourself knowledgeable about that?

A Could you repeat that?

Q What do you do to make yourself knowledgeable about the Smart Ones brand and the products sold in connection with that brand?

A We study syndicated data to see the performance of the brand, we have reports from all of

ERIC MICHAEL GRAY

our cross functional teams, including our sales force, we read data that's related to measuring the effectiveness of our marketing, which would include advertising and promotions.

Q Do you do any of your work away from the office?

A Sometimes.

Q What type of work do you do away from the office?

A We do field visits with our customers, meet with our customers, see the product in the stores, we also conduct consumer research and listen to consumers.

Q Are you familiar, as a result of these visits to the entities that sell your products, with the way in which the Smart Ones products are displayed in stores?

A Yes.

Q How long have you had your current responsibilities?

A Since July of 2012.

Q And what did you do before that?

A Before that, I was a brand manager on several of our condiments and sauces brands.

And prior to that, I was an associate brand manager on Smart Ones for approximately three years.

Q So you have a past history with Smart Ones?

A Yes.

Q And when did that occur?

A I started with the company in 2004, and that's when I started on Smart Ones.

Q That lasted until when?

A Approximately 2007.

Q And then you resumed those duties in 2012?

A Yes.

Q Between the time that you stopped being associate director with the Smart Ones brand and the time you resumed those duties, did you have occasion to continue to be familiar with the Smart Ones brand?

A Yes.

Q How so?

A Knowing the other brand managers who worked on the brand through both casual conversations as well as formal occasions where we would share learning on brands.

Q Let me hand you what's been marked as Exhibit 36, and tell me if you have ever seen that document before?

ERIC MICHAEL GRAY

(Thereupon, Opposer's Exhibit No. 36 was marked for identification.)

A Yes.

Q And this is the notice of your testimony deposition today in the opposition between Promark Brands and GFA Brands; is it not?

A Yes.

Q It's your understanding you're here to provide testimony on behalf of the company?

A Yes.

Q You're here actually pursuant to this, it's -- you're appearing today as a result of this notice being sent to you; correct?

A Yes.

Q Do you see at the top of the notice that it indicates who the opposers are in this matter?

A Yes.

Q And it indicates it's both Promark Brands, Inc. and the H.J. Heinz Company?

A Yes.

Q On a going forward basis, when I refer to Heinz, I am referring to both of those entities; can we have that understanding between us?

A Yes.

ERIC MICHAEL GRAY

Q Are you generally familiar with the history of Heinz, Mr. Gray?

A Yes.

Q Tell me what you know about the history of Heinz.

A Heinz was a company that was started in 1869 by H.J. Heinz. It was founded under the premise of being the pure food company. He began by launching condiments, sauces, relishes in clear bottles.

That company persevered and grew over the course of a hundred years, and he came to acquire not only other condiments, sauces, brands, but as well expanded into frozen products in the U.S. which include frozen potatoes, frozen meals and frozen snacks, as well as other categories around the world.

Q Are you familiar with the products that Heinz currently sells in the United States?

A Yes.

Q Could you describe some of those products?

A On the condiments and sauces side, we are strong in ketchup, vinegar, pickles, relish as well as pasta sauces, gravy.

On the frozen side, Ore-Ida frozen potatoes, Smart Ones frozen meals, frozen snacks.

Q Have you ever heard of a company called GFA Brands?

A Yes.

Q What do you know about GFA Brands?

A I know that they market products under the Smart Balance brand name.

Q Do you currently consider GFA Brands to be a competitor of Heinz?

A Not currently.

Q Why not?

A They don't compete in our categories.

Q What are the categories that you think -- strike that.

Assuming that GFA began to offer frozen products, would you consider them then to be a competitor of Heinz?

A Yes.

Q Why?

A Our products are located in the freezer case.

Q Is there a particular category of products that the Smart Ones products fall into?

A From an industry perspective, we call them frozen nutritional meals.

Q What's a frozen nutritional meal?

A They are frozen products that consumers turn to when they are trying to live a healthier lifestyle and/or trying to manage their weight.

Q Is there an overall nutritional category that are not frozen?

A I would say there are nutritional products that are not frozen.

Q Is it your understanding that if the current GFA products, do they fall into the nutritional category or not into the nutritional category?

A I would say they fall into better for you categories.

Q How does better for you categories differ from nutritional categories?

A They could likely be the same.

Q Assuming GFA began offering products in the frozen nutritional category, would you consider them to be a competitor of Heinz?

A Yes.

Q Who are the current competitors to the Smart Ones brand?

A Our primary competitors are Healthy Choice

and Lean Cuisine.

Q Why do you consider them to be competitors?

A Their products are quite similar to ours both in form as well as in their composition nutritionally, which would include levels of calories, fat, sodium, et cetera.

Q Do either of those companies use the word smart as a trademark in connection with their frozen nutritional products?

A Neither of them do.

Q Does Smart Ones trademark have any meaning in the food industry other than as a Heinz trademark?

A I don't believe so.

Q What does Smart Ones mean to you?

A Smart Ones is a brand that consumers value for its nutritional quality, its quality of food in general.

It's a brand of products that are a convenient way to remain healthy and manage your weight.

Q And is the Smart Ones trademark just for one product?

A The Smart Ones trademark covers a range of product types in the freezer case.

Q Such as?

A They would include frozen meals that could be eaten for lunch or dinner, frozen breakfast items, frozen snacks and appetizers as well as frozen desserts.

Q Okay.

The court reporter is handing you what's been marked as Opposer's Exhibit 37.

Have you seen that document before?

(Thereupon, Opposer's Exhibit No. 37 was marked for identification.)

A Yes.

Q What is it?

A It's a segmentation of the different types of items that Smart Ones offers.

Q Can you describe for me the categories of products described in Exhibit 37?

A For instance, in the upper left-hand corner are the classic favorites, and that's a collection of items that are sort of more homestyle in nature, tend to have more pasta and rice and cheese, more like comfort food.

Q What about the next one?

A The next one down on the left in the middle

ERIC MICHAEL GRAY

is satisfying selections. This is a line of bagged dinners that actually have 30 percent more food in them than our standard tray meals have, so it's more food for a more satisfying meal.

Q What about the next one?

A The bottom left is smart beginning, which is another name for our breakfast line that includes some tray items that are eggs and there could be scrambles or omelets or sweet breakfast items like waffles, French toast or pancakes.

The line also includes hand-held breakfast sandwiches that are English muffins, cheese, eggs and meat, and we also have a couple of other hand-held items like breakfast wraps and breakfast quesadillas.

Q What about the next one?

A On the top right-hand corner are smart creations. This is a hire priced item that tend to be more culinary recipes, also tray meals either for lunch or dinner. They tend to have more protein in them like chicken, turkey, beef.

Q The next one?

A In the middle on the right-hand side is smart anytime. These are items that are intended to be smaller portioned mini meals or snacks. They

include things likes mini pizzas, quesadillas, mini cheeseburgers, chicken sliders.

Q And the last one on the page?

A On the bottom right-hand corner are smart delights. These are our dessert items. They tend to have either ice cream sundaes or cakes as dessert items.

Q Okay. I see that the sub categories include other smart designations, smart beginnings, smart creations, smart anytime, smart delights, does Heinz consider these categories to be sub brands within the Smart Ones brand structure?

A I don't know if they would be sub brands, but they are delineators that indicate to a consumer the type of product they are and/or the price.

Q Are the packaging depicted in Exhibit 37, are those fair representations of the way the packaging currently appears in the super market?

A Yes, they are.

Q Is there any distinction between the packaging that's sold in the different outlets, say for example big box stores, grocery stores, other retailers, or is it consistent across the board?

A It is fairly consistent in terms of the

graphic treatment.

Q Okay.

MR. FRAELICH: Let's take a short break here off the record.

(Recess taken.)

Q Back on the record let me direct your attention to what's been marked as 37a. Let me know whether or not you have ever seen that before.

(Thereupon, Opposer's Exhibit No. 37a was marked for identification.)

A I have.

Q What is it?

A This is a carton for a Smart Ones product called Three Cheese Ziti Marinara.

Q Is this the way the product currently appears in the market place?

A Yes.

Q This is in fact a two-page print or photograph, scan for a better word, of the front and the back of the package; is it not?

A Yes.

Q And is there anything special about this particular product?

A This particular product is actually our

best seller. In fact, it is the fastest turning item in the entire frozen nutritional meal category, above anything that Lean Cuisine or Healthy Choice sells.

Q Let me direct your attention to the next exhibit, which is designated as 37b. And this is a Smart Ones package for Chicken parmesan; could you describe what that is for the record, please?

(Thereupon, Opposer's Exhibit No. 37b was marked for identification.)

A This is the carton that our Smart Ones chicken parmesan is packaged in, it has a chicken breast, spaghetti, marinara sauce and parmesan cheese on top of it.

Q Is this in the frozen nutritional category?

A Yes.

Q And let me turn your attention to the next exhibit, which appears to be in connection with angel hair marinara; could you describe that for the record, please?

(Thereupon, Opposer's Exhibit No. 37c was marked for identification.)

A This is a carton for our Smart Ones angel hair marinara. It's an angel hair pasta with a marinara sauce and some vegetables including spinach,

yellow and green zuchini.

Q Is this a frozen nutritional product?

A Yes.

Q Turn your attention to the next one, which appears to be packaging for homestyle beef pot roast; do you see that?

(Thereupon, Opposer's Exhibit No. 37d was marked for identification.)

A Yes.

Q Could you identify that for the record, please?

A This is a carton, the package is our homestyle beef pot roast. It's a classic comfort food type dish that's got pot roast and various vegetables including carrots, green beans and potatoes.

Q And the next one, which appears to be in connection with Creamy Rigatoni with Broccoli and Chicken; do you see that?

(Thereupon, Opposer's Exhibit No. 37e was marked for identification.)

A Yes.

Q Could you let me know what that is for the record?

A This is also a carton for our item called

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creamy rigatoni with broccoli and chicken. It's a rigatoni dish with a creamy sauce and with broccoli and grilled real chicken, also one of our top sellers.

Q And last is 37f, turkey bacon melt quesadilla; do you see that?

(Thereupon, Opposer's Exhibit No. 37f was marked for identification.)

A Yes.

Q Could you describe what that is for the record?

A This is a carton for our Smart Ones turkey bacon melt quesadilla. It's an example of one of our smart anytime items, which are smaller meals intended for a snack or a mini meal.

Q With respect to the packaging depicted in Exhibits 37a through 37f, are those all in the frozen nutritional category?

A Yes.

Q Is the packaging embodied in Exhibits 37a to 37f representative generally of the current packaging for the Smart Ones product?

A Yes.

Q Does the Smart Ones trademark appear on each of the exhibits in 37a to 37f?

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A Yes.

Q Do you ever sell a Smart Ones product that doesn't have the Smart Ones trademark on it?

A No, we would not. We do not.

Q Are you familiar with the term SKU?

A Yes.

Q What's an SKU?

A It's an acronym that stands for stock keeping unit.

Q What is an SKU used for?

A An SKU is an individual item, so any -- an individual SKU, like three cheese ziti marinara has an SKU, it has its own number associated with it, it in In the systems of all of our customers.

Q Does each separate product have an individual SKU?

A Yes.

Q Is this SKU something only Heinz uses as part of its business?

A No, it's a standard industry term.

Q Who uses it then?

A There is a number associated with each SKU in the Heinz systems as well as in our customer's systems, those SKUs help classify the products.

Q And you use an identical SKU number as your customers do?

A Not always. Sometimes they have their own set of numbers, but they are connected to that SKU in place of the number.

Q How many -- approximately how many products or SKUs are there currently used in connection with the Smart Ones brand?

A Approximately 80.

Q Okay. And if you know, has the number of SKUs expanded or shrunken over time?

A It has expanded over time since the introduction of the brand.

Q How so?

A I would say vastly. The brand was originally introduced as a small line of products, it has since blossomed into all of the segments I described.

Q What do the Smart Ones breakfasts consist of?

A Smart Ones breakfasts consist of items that are in a tray, that would be omelettes, egg scrambles, pancakes, what we call the sweet breakfasts, that would be pancakes, French toast and waffles.

We also have hand-held items like breakfast sandwiches that are English muffins with eggs, cheese and meat in them, as well as a breakfast quesadilla and breakfast wraps that also have eggs, cheese and meat in them.

Q Are those products generally sold under the smart beginnings designation?

A Yes.

Q Are there any breakfast items that are not sold in connection with the smart beginnings designation, to your knowledge?

A No.

Q Are the smart beginnings breakfast products currently offered by Heinz for sale in the market place?

A Yes.

Q What do Smart Ones snacks consist of?

A Smart Ones snacks are called the smart anytime, they tend to be small portioned items like mini cheeseburgers, chicken sliders, different flavors of quesadillas, mini wraps, those types of items.

Q Is the Smart Ones snacks products sold under the designation smart anytime?

A Yes.

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Q Are there snacks that are not sold under the designation smart anytime, to your knowledge?

A No.

Q Is the smart anytime snacks products a product that's currently offered by Heinz in the marketplace?

A Yes.

Q What do Smart Ones and entrees consist of?

A Smart Ones entrees are a wide variety of meals that tend to be in trays or in bags. They can have many different permeations in terms of ethnic flavors, Italian, Mexican, homestyle, as well as with and without meat.

Q Are those products that are currently offered in the marketplace?

A Yes.

Q Who do Smart Ones desserts consist of?

A Smart Ones desserts are small cups that tend to be things like ice cream sundaes and/or items that have cake in them like strawberry shortcake or double fudge cake.

Q Are those sold under the designation smart delights?

A Yes.

Q Are there any products you sell in the dessert category that don't fall under the designation smart delights?

A No.

Q Are those products that are currently offered in the marketplace by Heinz?

A Yes.

Q How often are new products introduced under the Smart Ones brand?

A We generally announce new products twice each year.

Q Is the number of products Heinz offers in connection with Smart Ones expanding or contracting currently?

A Can you repeat that?

Q Are the number of products that are sold by Heinz in connection with the Smart Ones brand expanding or contracting?

A Expanding.

Q Describe how it's expanding.

A Because we have these different segments of products we like to introduce new items to -- introduce new news to the marketplace across all of them, so more segments equals more products.

Q As part of your responsibilities to be a brand manager for the Smart Ones product line, is it necessary for you to become aware of what the reputation of the brand is among your customers?

A Yes.

Q Is it necessary for you to become aware of the reputation of the brand among the retailers that sell your products?

A Yes.

Q With respect to the end users, the customers, what is your impression of the reputation of the brand among those customers?

A The reputation is very strong.

Q Why do you say that?

A Our consumers are very passionate about our products because they are convenient ways to help them stay on track with their diets, they taste good, they are high quality.

Q With respect to retailers that offer your products, do you have an understanding with respect to what their opinion is as to the reputation of the brand?

A Yes.

Q What is your understanding of that?

A Our customers greatly value our brand. We are the no. 2 brand in the marketplace, so we bring them a lot of sales.

Q What's the No. 1 brand?

A The number one brand is Lean Cuisine.

Q And what's the No. 3 brand?

A Healthy Choice.

Q I am handing you what's been marked as Exhibit 38. I will ask you to take a look at that. Do you recognize the documents contained in Exhibit 38?

(Thereupon, Opposer's Exhibit No. 38 was marked for identification.)

A Yes.

Q What are they?

A Several pages that show variations of Smart Ones packaging over the years.

Q Over how many years would you estimate?

A I would estimate approximately ten years or more.

Q Are the pages described in Exhibit 38 representative of your opinion of the packaging that's historically been used in connection with the Smart Ones product?

A Yes, they are.

Q And were these used in the United States, to your knowledge?

A Yes, they were.

Q And historically, have you ever not used the Smart Ones trademark in connection with these products?

A There has not been a time when we have not used Smart Ones in connection with these products.

Q Are you aware of the products that are currently sold in connection with the Smart Balance trademark?

A Somewhat, yes.

Q What is your understanding of those products?

A From what I understand, they include things like oils, butter and egg products.

Q Anything else?

A That's all I am aware of.

Q And is there a particular category that you believe those products fall into using an industry term or a non-industry term?

A I would call the oils a dry grocery product, the butters are a dairy product. I am not

sure what form the eggs come in.

Q Would they fall into the nutritional product category?

A They could, yes.

Q But you don't have any direct knowledge of that?

A No.

Q Do you know if GFA currently offers any frozen appetizers or frozen foods?

A I don't believe they do.

Q As a brand manager, someone who talks to the retailers and customers as part of your job responsibilities, do you consider the Smart Ones trademark and the Smart Balance trademark to be similar in appearance?

A Yes.

Q Do you consider the Smart Ones trademark and Smart Balance similar in sound?

A With respect to the first word, smart, yes.

Q Would you consider the Smart Ones and Smart Balance trademark similar in overall meaning?

A Yes, as consumers understand them.

Q Would you consider -- strike that. Do you have an understanding of the term commercial

ERIC MICHAEL GRAY

impression?

A I believe so.

Q What is your understanding of that term?

A To me, a commercial impression is how a consumer perceives something that's in marketing.

Q And do you consider the Smart Ones and the Smart Balance trademarks to have the same overall commercial impression?

A Yes.

Q Are you familiar with the term channel of trade?

A Yes.

Q What does that mean to you?

A Channel of a trade refers to the types of outlets where products are offered.

Q What is the channel of trade through which Heinz sells its Smart Ones products?

A Primarily through transitional grocery stores, but also through mass merchandisers such as Wal-Mart and Target, and club stores such as Costco.

Q When you say traditional grocery stores, give me some examples of what those are.

A Those would be stores that primarily have food that include banners like Kroger, Safeway,

ERIC MICHAEL GRAY

Publix, SUPERVALU.

Q What parts of United States are Smart Ones products sold in?

A They are offered throughout the entire United States.

Q With respect to the grocery stores you described, traditional grocery outlets I believe is the term you used, what percentage of Smart Ones products are sold in that outlet?

A I would estimate approximately 70 percent.

Q You indicated that there is mass merchandisers and warehouse clubs; are those the same thing or not?

A No, I would say mass merchandisers have a grocery section as well as other hard lines like electronics and clothes.

Q Give me descriptions again of what those are?

A Mass merchandisers would include stores things like Wal-Mart and Target.

Q What percentage of your sales of Smart Ones products are sold through mass merchandisers?

A Approximately 25 to maybe nearly 30 percent.

Q And then you also sell them in you indicated club stores like Costco?

A Yes.

Q What percentage of your sales are sold through club stores?

A Less than 1 percent currently.

Q If I go into one of these stores and I want to purchase a Smart Ones product, is there a particular section of the grocery store where they can be found, traditionally?

A Yes, they would be in the frozen section of the store, and they tend to be grouped together -- are always grouped together with frozen nutritional meals.

Q If I go into a Kroger tomorrow and I want to buy Smart Ones products, am I going to find Smart Ones products in a different location than I am going to find the Lean Cuisine products?

A No, they will always be close to each other.

Q Okay. What about Healthy Choice, am I going to find those in a different part of the grocery store that I would the Smart Ones products?

A No, all three would be close to each other, adjacent to each other.

ERIC MICHAEL GRAY

Q In your experience as a brand manager, is there a typical way for retailers to arrange frozen foods in frozen foods sections?

A They tend to group like products together, so all of the nutritional items are together so a consumer, when they are shopping for that, they stop in one place to find all the products that meet their needs use.

Q Let me ask you this: Am I likely to find -- are you familiar with a Swanson Hungry Man Dinner?

A Yes.

Q Am I likely to find a Swanson Hungry Man Dinner grouped with the frozen nutritional products such as Lean Cuisine, Smart Ones or Healthy Choice?

A No.

Q Why not?

A Those are meals that we would call full fat. They are not as mindful to calories and fat and sodium. They would be grouped with other like meals in a different section of the freezer.

Q Based upon your experience as brand manager and the dealings that you have with the retailers that offer your products, let's assume that Smart Balance

ERIC MICHAEL GRAY

begins selling a frozen nutritional product, where will retailers likely place that product?

A Within our section that includes Smart Ones, Healthy Choice and Lean Cuisine.

Q Is it possible those products will be placed immediately adjacent to the Smart Ones product?

A It's quite possible.

Q What is the likelihood that will occur, likely, very likely, maybe, based upon your experience?

MS. WILBERT: Objection, foundation.

A I would say there is a 50/50 chance.

Q Can you describe for me the typical purchasing habits of someone who buys frozen nutritional foods?

A The consumer tends to buy these items on their regular grocery trips, weekly or biweekly. They tend to buy a lot of them. They happen to have one of the highest buy rates in all of Heinz categories and sometimes all over the store, these consumers buy hundreds of these a year because they are trying to use them to meet their health and wellness goals, so many consumers eat them every single day.

Q In your experience, do the consumers have a

particular brand loyalty?

A Loyalty is this category is actually fairly low. Consumers tend to pick the flavor that they like.

Q How would that manifest itself -- if I am a frozen nutritional shopper, how would that manifest itself if I were to go to the grocery store?

A They walk to the section, they are scanning the section for sales, for new items, for the flavors that they like the best, and they grab those and they load up their cart card.

Q What do these products normally sell for?

A In the neighborhood of $2.00 2 to $4.00.

Q Are the prices charged for Lean Cuisine comparable to the prices charged for Smart Ones?

A For like items, yes.

Q Are the prices charged for Healthy Choice comparable to what's charged for Smart Ones?

A Yes.

Q And in your experience, do shoppers take careful consideration of the product that they buy or will they often buy the product on impulse; which way?

A I would say it's probably more impulsive, especially once they know the category.

ERIC MICHAEL GRAY

Q Describe for me the general demographic of your target market?

A Tends to be female, more middle aged, likely a little higher income.

Q Is there a particular geographic location for your target market that you find you sell more in certain geographic locations that others?

A No, not for this brand. It's fairly even across the country.

Q As a food product, are Smart Ones products considered to be expensive by the consuming public?

A Not overly expensive, no.

Q Approximately how many Smart Ones products are sold, individual products, on an annual basis?

A In terms of cases, we sell about 27 million cases a year.

Q Do you know how that breaks down into individual boxes, packages?

A 12 boxes per case generally, so I can't do math.

Q How much market share do Smart Ones currently enjoy in the frozen nutritional section?

A We currently have about 33 percent market share in terms of volume.

ERIC MICHAEL GRAY

MR. FRAELICH: This is going to be confidential, and the transcript going forward is going to be confidential.

- - -

(Thereupon, the following pages 36 through 48 contain confidential information, to be held confidential for Court and counsel's eyes only.)

- - -

ERIC MICHAEL GRAY

BY MR. FRAELICH:

Q Mr. Gray, can you take a look at what's been marked as Opposer's Exhibit 41 and let me know what that is?

(Thereupon, Opposer's Exhibit No. 41 was marked for identification.)

A These are several pages that are copies of coupon vehicles for Smart Ones.

Q How are coupons used to support the Smart Ones brand, if you can explain that?

A Coupons are used to drive awareness and trial of new products, they are used to drive loyalty to the Smart Ones brand and they are used to drive buy rate of the Smart Ones brand by asking consumers to perhaps buy more than they normally would because we are giving them a discount.

Q Do the documents which comprise Exhibit 41 appear to be representative samples to you of the coupons that have been issued in connection with the Smart Ones brand?

A Yes, over the course of many years.

[redacted]

ERIC MICHAEL GRAY

[redacted]

Q How does Heinz advertise the Smart Ones products?

A Currently, we advertise in a print ad campaign, so in major magazines that our consumer reads, as well as online on various websites we place banner ads, we have advertising on our own website, eatyourbest.com, through social media like Pinterest and Facebook, and we would even consider vehicles like these coupons we have in front of us as advertising vehicles because they also have an advertising message in addition to the coupon.

Q Describe some of the newspapers and magazines, the print media, that Heinz uses to advertise Smart Ones?

A Magazines would include titles like Cooking Light, Real Simple, Grill Simple, Everyday with Rachael Ray, Oprah,

major titles.

Q And are these magazines generally directed at a particular target marked?

A They are directed at our demographic.

Q Does Heinz currently do much television advertising for the Smart Ones product?

A Not currently.

Q Why not?

A We found that investment didn't have as high of a return on the investment as other investments, especially with the emerging digital space.

Q What do you mean digital space?

A Leveraging digit vehicles such as our website, social media and other relevant websites.

Q Does Heinz do much radio advertising currently for the Smart Ones brand?

A No, we don't.

Q Why not?

A Again, it's an investment that doesn't return on the investment as well as some of our other vehicles.

Q Why does Heinz use more of the digital space that you just described to advertise Smart Ones

now?

A You can be very targeted using digital media all the way down to the individual.

Q How so?

A In some cases, consumers will register with our website, they will ask for the marketing firm from Smart Ones so we know exactly who we are talking to. There are also ways through digital marketing to know what consumers are searching for, what kinds of sites they go to, and we can target them accordingly there.

Q I am going to hand you what's been designated as Opposer's Exhibit 42.

Take a look at that and let me know if you have ever seen that before.

(Thereupon, Opposer's Exhibit No. 42 was marked for identification.)

A Yes, I have.

Q Can you tell me what it is?

A It's several pages that show examples of various marketing activities including banner ads, e-mails, as well as some printed materials, print ads and premium items, all branded Smart Ones.

Q Is there a particular vehicle of that these represent in terms of before they appear, or is it a

variety?

A It's a variety of vehicles.

Q Are the advertising vehicles depicted in Exhibit 42 a fair and accurate representation of the advertising that Heinz has done?

A Yes.

Q Do you have a sense from the document as to when these would have been accumulated for purposes of Exhibit 42?

A These are all fairly recent.

Q Let me --

A Within --

Q Take a look at the first picture.

A They are actually dated 2010, 2011.

Q How do the current ads for Smart Ones differ from what's depicted in Exhibit 42?

A They are largely very similar.

Q Does Heinz promote its Smart Ones products on a website?

A Yes.

Q What's the name of the website?

A Eatyourbest.com.

Q What type of information is available to customers who go to the eatyourbest.com website?

ERIC MICHAEL GRAY

A Product information about all the items that we offer. It includes a community of consumers, about 3 million consumes who converse with each other on that website about the brand, and it also has some lifestyle information.

Q Do you consider the eatyourbest website to be a success or failure?

A A success.

Q Why?

A It has greatly expanded over time to be more than just a static resource. It's now a place where consumers gather to communicate and is definitely a source of information which even includes ratings of our products.

Q How does Heinz use Facebook to promote the Smart Ones brand?

A We have a Facebook page and we place Facebook postings to tell consumers about new product news or perhaps different promotions.

Q Do you consider the Facebook promotion to be a success or a failure?

A Success.

Q Why?

A We have hundreds of thousands of consumers

who have liked our page, and we get numerous comments every time we ever post something on Facebook.

Q And you also indicated you use another social media called Pinterest; do I have that right?

A Yes.

Q How do you spell that?

A P-i-n-t-e-r-e-s-t.

Q What is Pinterest?

A It is a newer social media site that is largely focused on visuals, and many of those visuals are food, food and recipes.

Q How do consumers interact with Pinterest?

A Consumers create their own personalized pin boards, and they can scour the site for images they find appealing and re-pin those images to their own pin boards or bring in their own images to introduce to the site.

Q Do you consider Heinz's use of Pinterest as a vehicle for promoting the Smart Ones brand to be a success or a failure?

A A success.

Q Why?

A We just joined Pinterest very recently and we ran two promotions that far exceeded industry

benchmarks for interaction from our consumers.

Q The court reporter has handed you what's been marked as 43, and let me know if you can identify what that is for the record?

(Thereupon, Opposer's Exhibit No. 43 was marked for identification.)

A This is a series of printouts of different pages within our eatyourbest.com website.

Q What type of information is available to Smart Ones customers on that eatyourbest website?

A There is a lot of information about our products, images of them, consumer reviews of those products, lifestyle information. There is also a community where consumers can share their own experience and tips.

Q Does this appear to you to be a representation of every page that appears on the eatyourbest website?

A I don't know if it's every page. It's a good representation of the types of pages.

Q Okay. This document indicates that it was pulled from the eatyourbest website June 22nd, 2011; do you see that?

A Yes.

ERIC MICHAEL GRAY

Q How does the current eatyourbest website differ from what's represented in Exhibit 43

A The basic infrastructure is the same. Some of the images have been updated with the newer packaging, as well as some of the most recent creative cubicles you would have in the market place.

Q How frequently do you update the eatyourbest.com website?

A Very frequently, it's always being updated

Q Why?

A Because we are constantly adding new products, adding new utility within the website. Whenever we have a change in our ad campaign, we change the imagery.

MR. FRAELICH: There is four more exhibits, and they are all confidential.

The last portion of this transcript is also designated as confidential.

- - -

(Thereupon, the following pages 58 to 70 contain confidential information, to be sealed and held for Court and counsel's eyes only.)

- - -

ERIC MICHAEL GRAY

CROSS EXAMINATION

BY MS. WILBERT:

Q Sounded as if from your job description, you would be somebody who is familiar with the stores in which products bearing the Smart Ones trademark are sold; is that correct?

A Yes.

Q Could you please look at the document that's been marked as GFA-1, and particularly, look at page 013408.

Does page 013408 accurately list stores in which products bearing the Smart Ones products are sold?

A Yes.

Q Can you please turn to page 13409. Does page 13409 accurately list three stores in which the Smart Ones products are sold?

A Yes.

Q To summarize the Smart Ones products are sold at SUPERVALU, Safeway and Wal-Mart; correct?

A Yes.

Q Could you please turn to 013457?

Page 013457 again lists some additional stores such as Shaw's, Giant Eagle, Meijer, Kroger,

does this page accurately represent stores in which Smart Ones products are sold?

A Yes.

Q Could you please turn to page 013468? This page again lists some additional outlets such as online shopping pea body are these outlets on accurate representation of where Smart Ones products are sold?

A I would say Smart Ones are sold at the grocery banners, I don't believe we are sold at Peapod at this time.

Q Were you in 2011?

A I don't know.

Q Page 013468 also references Ahold; does Ahold currently sell products bearing the Smart Ones trademark?

A Yes.

Q Why is Peapod included in this document if it's not a venue for Smart Ones products?

A This page appears to summarize Ahold, Ahold is a holding company of grocery banners. So when you go into grocery stores, it's not Ahold, it's Stop & Shop or Giant.

This page appears to include Peapod as one of their companies.

ERIC MICHAEL GRAY

Q So of their companies, you are not offered in all their companies, but you are offered in Stop & Shop and Giant?

A Stop & Shop and Giant are brick and mortar grocery stores, Peapod is an online shopping outlet element.

Q Are any Smart Ones products offered in any online shopping outlets?

A I don't believe so.

Q Earlier today, Ms. Hudson testified that Promark was not aware of any instances of confusion between products bearing the Smart Balance trademark and products bearing the Smart Ones trademark; are you aware of any instances of confusion between those two marks?

A I am not.

Q Are you aware of any instances of actual confusion between products bearing a Smart Ones trademark and any other products bearing any smart mark?

A No particular cases come to mind specifically of any product bearing a smart mark.

Q Could you turn to the exhibit stack and look at the examples of some of the smart products that were introduced earlier today such as Carb Smart,

Smart Water, Prego HeartSmart.

Are you aware of any instances of actual confusion with any of the exhibits that were marked earlier today?

A No, I am not.

Q In your testimony today, you touched on the website that promotes the Smart Ones product and trademark; is that a website that you are involved in controlling the content of?

A Yes.

Q Do the products identified on the website accurately reflect products sold under the Smart Ones trademark?

A Yes.

Q Is this website a mechanism through which Heinz uses to communicate with customers through its ordinary course of business?

A Yes.

Q And the information about the Heinz Smart Ones products is truthful and accurate; correct?

A Yes.

Q And you, yourself, in fact, rely on the website as a way to communicate information to potential customers; correct?

A Yes.

Q Could you please turn to Exhibit 37? Exhibit 37 is a grouping of current packaging.

Do the ingredients included on the product packages accurately reflect the ingredients in the products bearing the Smart Ones trademark?

A Yes.

Q For example, based on Exhibit 37, the Smart Ones products contain products such as oils?

A I would assume so, yes.

Q So to the extent it identifies corn oil, hydrogenated soybean oil or olive oils, those would be accurate descriptions of the product included?

A If those are included on the ingredients stated, yes.

Q And the ingredients would also include things such as milk when milk is identified on the product package?

A Yes.

Q If you look at Exhibit 37a and turn to the second page, on the right-hand side of the second page it looks like there is a date that says May-12; what does that date mean?

A To be honest, I am not positive.

Q Was this packaging used in May of 2012?

MR. FRAELICH: Objection, asked and answered.

A I can assume that it was used in 2012 because if you refer to the best if used by date, it's two years after the production date, which is 2014.

Q When did Smart Ones launch its new product packaging?

A It's been in the marketplace approximately two years. It flowed through SKU by SKU, so it was over the course of several months.

Q Did you take over for Ms. Findlay in your current position?

A No, I did not.

Q What is your relationship to Ms. Findlay in your current position?

A Ms. Findlay plays a role on our Smart Ones team as a liaison with licensees, so with Weight Watchers Company, as well as other licensees in Heinz Company.

Q How does your role interact with hers?

A In instances where we need to get product approvals or for placing marketing materials with Weight Watchers, all of that relationship is managed by Ms. Findlay.

Q Okay.

MS. WILBERT: I am done.

MR. FRAELICH: He will read and sign.

- - -

(Thereupon, at 12:51 o'clock p.m., the deposition was concluded.)

- - -

ERIC MICHAEL GRAY
EXHIBIT INDEX

- - -

ERIC MICHAEL GRAY
SIGNATURE PAGE

Eric Michael Gray

Subscribed and sworn to before me this 20th day of March, 2013

Notary Public

COMMONWEALTH OF PENNSYLVANIA
Notarial Seal
Marleen M. Suess, Notary Public
City of Pittsburgh, Allegheny County
My Commission Expires Aug. 5, 2014
Member. Pennsylvania Association of Notaries

ERIC MICHAEL GRAY
CERTIFICATE

COMMONWEALTH OF PENNSYLVANIA,)
) SS:
COUNTY OF ALLEGHENY.)

I, Jenna Nicole Freund, do hereby certify that before me, a Notary Public in and for the Commonwealth aforesaid, personally appeared ERIC MICHAEL GRAY, who then was by me first duly cautioned and sworn to testify the truth, the whole truth, and nothing but the truth in the taking of his oral deposition in the cause aforesaid; that the testimony then given by him as above set forth was by me reduced to stenotypy in the presence of said witness, and afterwards transcribed by means of computer-aided transcription.

I do further certify that this deposition was taken at the time and place in the foregoing caption specified, and was completed without adjournment.

I do further certify that I am not a relative, counsel or attorney of either party, or otherwise interested in the event of this action.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my seal of office at Pittsburgh, Pennsylvania, on this 5 day of March, 2013.

Jenna Nicole Freund

Jenna Nicole Freund
Notary Public
In and for the Commonwealth of Pennsylvania
My commission expires May 15, 2013

COMMONWEALTH OF PENNSYLVANIA
Notarial Seal
Jenna Nicole Freund, Notary Public
City of Pittsburgh, Allegheny County
My Commission Expires May 15, 2013
Member, Pennsylvania Association of Notaries

ERRATA SHEET
CHANGES IN TESTIMONY

Promark Brands Inc., and H.J. Heinz Company v. GFA Brands, Inc.
Eric Michael Gray
February 20, 2013

PAGE	LINE	FROM	TO
8	13	as well	also
11	24	Smart ones	The Smart Ones
13	9	are eggs and there	are egg based. There
13	18	tend	tends
19	14-15	it, it in	it in
23	24	new news	new items
28	24-25	have food that	sell food, which
29	20	things	Stores
31	9	use.	needs.
32	20	Heinz	Heinz's
33	12	Card.	Cart.
34	5	likely little	likely a little
54	4	Consumes	Consumers

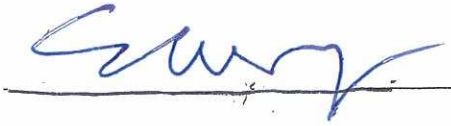
Eric Gray 3/20/13

SIGNATURE OF WITNESS DATE

ERRATA SHEET
CHANGES IN TESTIMONY

Promark Brands Inc., and H.J. Heinz Company v. GFA Brands, Inc.
Eric Michael Gray
February 20, 2013

PAGE	LINE	FROM	TO
13	7	beginning	beginnings
13	18	hire	higher
18	4	real	grilled
22	12	permeamsons	permutations
28	19	transitional	traditional
33	14	2	$2.00
50	25	Grill	Real
51	15	digit	digital
52	7	firm	from
57	6	cubicles	creative
76	6	element	outlet
4	11	we are	I am
5	3	our	the
8	7	was	is



3/20/13

SIGNATURE OF WITNESS

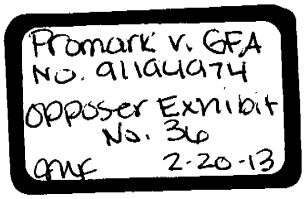
DATE

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

PROMARK BRANDS INC. and H. J. HEINZ COMPANY, Opposers, vs. GFA BRANDS, INC., Applicant.	**Opposition No. 91194974 (Parent) and Opposition No. 91196358** U.S. Trademark Application 77/864,305 For the Mark **SMART BALANCE** U.S. Trademark Application 77/864,268 For the Mark **SMART BALANCE**

OPPOSERS' NOTICE OF TESTIMONY DEPOSITION
PURSUANT TO 37 C.F.R. § 2.123

PLEASE TAKE NOTICE that, pursuant to Rule 2.123 of the Trademark Rules of Practice and Rules 28 and 30 of the Federal Rules of Civil Procedure, Opposers, ProMark Brands Inc. and H. J. Heinz Company, will take the testimony deposition upon oral examination of Rick Gray, on Wednesday, February 20, 2013, commencing at 1:00 PM at the offices of Jones Day, 500 Grant Street, Suite 4500, Pittsburgh, Pennsylvania 15219, or at such other time and place as the parties may agree or the Trademark Trial and Appeal Board may order. The deposition will be taken before an officer authorized to administer oaths and may be recorded by audio, audiovisual, and/or stenographic means. The deposition will continue from day to day until concluded, Saturdays, Sundays, and legal holidays excepted. The testimony so obtained



may be used for all purposes permitted under the Trademark Rules, the Federal Rules of Evidence, and the Federal Rules of Civil Procedure.

Dated this 6th day of February, 2013.

By: /Angela R. Gott/

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CERTIFICATE OF SERVICE

The undersigned certifies that a copy of the foregoing was sent by First Class U.S. Mail, postage prepaid, with a courtesy copy via email, on this 6th day of February, 2013, to Counsel for Applicant:

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Attorney for Opposers

Segmentation Visuals

Weight Watchers SmartOnes

Classic Favorites

Smart Creations

Satisfying Selections

Smart Anytime

Smart Beginnings

Smart Delights

Promark v. GFA
No. 91194974
Opposer Exhibit
No. 37
[illegible] 2-20-13

Three Cheese
Ziti Marinara

8 PointsPlus® value ™

Tear & Track

PRODUCT IDENTIFICATION PANEL
BEST IF USED BY 06/28/2014
5077350-008

QUALITY PLEDGE: Smart Ones® is committed to providing the highest quality experience with our products. We welcome your comments. Please have the package with you when you call.
PHONE US 1-800-762-0228, Monday – Friday
WRITE US Heinz North America, Consumer Affairs, P.O. Box 57, Pittsburgh, PA 15230
VISIT US ONLINE www.EatYourBest.com

WeightWatchers®
Smart Ones®

300 Calories | 8g Fat | 4g Fiber | 14g Protein

WHOLE GRAIN 8g or more per serving
WholeGrainsCouncil.org
EAT 48g OR MORE OF WHOLE GRAINS DAILY

CLASSIC FAVORITES

Three Cheese Ziti Marinara

ziti pasta in a delicious marinara sauce topped with mozzarella, monterey jack and parmesan cheeses

Promark v. GFA
ND. 91194974
Opposer Exhibit
NS. 379
2-20-13

8 PointsPlus® value ™

SERVING SUGGESTION

KEEP FROZEN • COOK THOROUGHLY • SEE COOKING INSTRUCTIONS

NET WT. 9.0 OZ (255 g)

INGREDIENTS: **COOKED ENRICHED MACARONI PRODUCT** (WATER, ENRICHED SEMOLINA [SEMOLINA, NIACIN, IRON, THIAMINE MONONITRATE, RIBOFLAVIN, FOLIC ACID], WHOLE WHEAT FLOUR), **SAUCE** (WATER, TOMATO PURÉE [TOMATO PASTE, WATER], DICED TOMATOES [TOMATOES, TOMATO JUICE, CITRIC ACID, CALCIUM CHLORIDE], ONIONS, CORN OIL, MODIFIED CORNSTARCH, PARMESAN CHEESE [PART SKIM MILK, CHEESE CULTURES, SALT, ENZYMES], SALT, POTASSIUM CHLORIDE, GRANULATED GARLIC, RED BEET POWDER, SPICES, ANNATTO [VEGETABLE COLOR, SOY]), **LOW MOISTURE PART-SKIM MOZZARELLA CHEESE** (MILK, NON-FAT MILK, CULTURES, SALT, ENZYMES), **REDUCED FAT MOZZARELLA CHEESE** (PART SKIM MILK, CULTURES, SALT, VITAMIN A PALMITATE, ENZYMES), **MONTEREY JACK CHEESE** (CULTURED MILK, SALT, ENZYMES), **WATER, PARMESAN CHEESE** [PART SKIM MILK, CHEESE CULTURES, SALT, ENZYMES], **CARRAGEENAN.**

CONTAINS MILK, SOYBEANS, WHEAT.

DISTRIBUTED BY: HEINZ NORTH AMERICA, DIVISION OF H.J. HEINZ COMPANY, L.P., PITTSBURGH, PA 15222 U.S.A. © 2011

5077350-008

WeightWatchers®
Smart Ones®

Three Cheese Ziti Marinara

ziti pasta in a delicious marinara sauce topped with mozzarella, monterey jack and parmesan cheeses

Weight Watchers® PointsPlus® Program

Check out the Weight Watchers® ***PointsPlus***® Program — your winning formula to help you lose weight and keep it off.

To learn more, visit WeightWatchers.com or call 1 (800) 410-1199 today.

0 25800 02376 9

PROOF OF PURCHASE
9 OZ THREE CHEESE ZITI MARINARA

1234
1234
1234

SUS

60 60 70

Weight Watchers® Smart Ones®

Learn more & sign-up for savings
eatyourbest.com - **or** -
facebook.com/eatyourbest

Food with *Principles* . . .

Smart Ones is committed to providing smart food choices to support you while managing your weight. That's why we follow a set of six smart eating principles when creating food for you. We promise to be there throughout the day with smart breakfasts, snacks, meals and desserts inspired by these principles:

1. Portion control so you can eat the foods you love
2. Breakfast is crucial, because it starts your day right & helps control hunger
3. Smart eating includes a variety of foods with protein
4. Whole grains, fruit and vegetables can keep you fuller, longer
5. Smart desserts and snacks can help you stay on track
6. Support and knowledge are critical to making smart food choices

TO OPEN
PUSH IN PULL OUT

Nutrition Facts

Serving Size 1 Package (255g)
Servings Per Container 1

Amount Per Serving	
Calories 300	Calories from Fat 75
	% Daily Value*
Total Fat 8g	**13%**
Saturated Fat 3.5g	**18%**
Trans Fat 0g	
Polyunsaturated Fat 2g	
Monounsaturated Fat 2g	
Cholesterol 15mg	**4%**
Sodium 580mg	**24%**
Total Carbohydrate 44g	**15%**
Dietary Fiber 4g	**16%**
Sugars 3g	
Protein 14g	

Vitamin A 10% • Vitamin C 4%
Calcium 20% • Iron 10%

* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

FOR FOOD SAFETY AND BEST QUALITY, FOLLOW THESE COOKING INSTRUCTIONS COMPLETELY:
- KEEP FROZEN UNTIL READY TO USE.
- COOK THOROUGHLY BEFORE EATING.
- ADJUSTMENT TO COOKING TIMES MAY BE REQUIRED DUE TO VARIATIONS IN ALL MICROWAVE OVENS.
- USE CAUTION AS PRODUCT AND PACKAGING WILL BE HOT.
- DO NOT REUSE TRAY.
- DO NOT PREPARE IN CONVENTIONAL OR TOASTER OVEN.

165°F CHECK THAT PRODUCT IS COOKED THOROUGHLY. INTERNAL TEMPERATURE NEEDS TO REACH 165°F AS MEASURED BY A FOOD THERMOMETER.

IMPORTANT: KEEP FROZEN
DO NOT REFREEZE

MICROWAVE OVEN ONLY *(developed using a 1200 watt model on HIGH)*

1. Remove tray from outer carton; pull back corner of film to vent.
2. Cook on **HIGH** for **3 minutes**.
3. Pull back film and stir. Replace film.
4. Cook on **HIGH** for **1 minute**. Let stand in microwave **1-2 minutes**.
5. When removing from microwave, hold onto the tray's side handles. Remove film. Stir and enjoy!

May-12
6128779
200499_
12

Chicken Parmesan

8 PointsPlus® value ™

PRODUCT IDENTIFICATION PANEL
BEST IF USED BY:
MS2F 1 4b 07 16 F1 1573
09-28-2014
5077608-008

QUALITY PLEDGE: Smart Ones® is committed to providing the highest quality experience with our products. We welcome your comments. Please have the package with you when you call.
PHONE US 1-800-762-0228, Monday – Friday
WRITE US Heinz North America, Consumer Affairs, P.O. Box 57, Pittsburgh, PA 15230
VISIT US ONLINE www.EatYourBest.com

WeightWatchers®
Smart Ones®

320 Calories | 7g Fat | 4g Fiber | 24g Protein

SMART CREATIONS

Chicken Parmesan

white meat chicken and spaghetti with marinara sauce topped with cheese

PENGAD-Bayonne, N.J.
Promark v. GFA
NO. 91194974
Buppuser Exhibit
NO. 37b
PMT 2-20-13

8 PointsPlus® value ™

SERVING SUGGESTION

KEEP FROZEN • COOK THOROUGHLY • SEE COOKING INSTRUCTIONS

NET WT. 11.0 OZ (311 g)

INSPECTED FOR WHOLESOMENESS BY U.S. DEPARTMENT OF AGRICULTURE

INGREDIENTS: MARINARA SAUCE (DICED TOMATOES (TOMATOES, TOMATO JUICE, CITRIC ACID, CALCIUM CHLORIDE), WATER, ONIONS, TOMATO PASTE, MODIFIED CORNSTARCH, SUGAR, GARLIC, SPICES, CORN OIL, SALT, CHICKEN AND BEEF STOCK FLAVOR BLEND (POTASSIUM CHLORIDE, CORN SYRUP SOLIDS, PARTIALLY HYDROGENATED SOYBEAN OIL, DEHYDRATED BEEF STOCK, DEHYDRATED CHICKEN STOCK, CORN MALTODEXTRIN), FLAVOR (PARTIALLY HYDROGENATED SOYBEAN OIL, NATURAL FLAVOR, TOCOPHEROL), PARMESAN CHEESE (CULTURED MILK, SALT, ENZYMES), XANTHAN GUM, OLIVE OIL), ENRICHED MACARONI PRODUCT (WATER, ENRICHED SEMOLINA (SEMOLINA, NIACIN, FERROUS SULFATE, THIAMINE MONONITRATE, RIBOFLAVIN, FOLIC ACID)), COOKED WHITE MEAT CHICKEN WITH CARAMEL COLOR ADDED (CHICKEN BREAST WITH RIB MEAT, WATER, HERB SEASONING (MALTODEXTRIN, SALT, MODIFIED TAPIOCA STARCH, DEXTROSE, YEAST EXTRACT, NATURAL FLAVORS (DEHYDRATED CHICKEN BROTH, SOY SAUCE (WHEAT, SOYBEANS, SALT), SPICES, ONION POWDER, GARLIC POWDER, DEHYDRATED GREEN BELL PEPPER, CARAMEL COLOR), SODIUM PHOSPHATES, BLEACHED ENRICHED WHEAT FLOUR (WHEAT FLOUR, NIACIN, REDUCED IRON, THIAMINE MONONITRATE, RIBOFLAVIN, FOLIC ACID), DEXTROSE, MALTODEXTRIN, SALT, FLAVOR (PART-SKIM MILK, CHEESE CULTURE, SALT, ENZYMES), DRIED WHEY, FLAVOR (MILK, MALTODEXTRIN, WHEY), DISODIUM PHOSPHATE, CULTURES, SALT, ENZYMES), GARLIC POWDER, ONION POWDER, SPICES, CARAMEL COLOR, EXTRACTIVES OF PAPRIKA, VEGETABLE OIL), REDUCED FAT MOZZARELLA CHEESE (PART-SKIM MILK, CULTURES, SALT, VITAMIN A PALMITATE, ENZYMES), WATER, CORN OIL, STABILIZER (MALTODEXTRIN (CORN), MONOGLYCERIDE (SOYBEAN), SOY LECITHIN, XANTHAN GUM, GUAR GUM, METHYLCELLULOSE GUM, CITRIC ACID), ANNATTO (VEGETABLE COLOR, SOY).
CONTAINS MILK, SOYBEANS, WHEAT.

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5077608-008

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Smart Ones®

Chicken Parmesan

white meat chicken and spaghetti with marinara sauce topped with cheese

Weight Watchers® PointsPlus® Program

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PROOF OF PURCHASE
11 OZ CHICKEN PARMESAN

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1234
1234

SUS

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Food with *Principles*...

Smart Ones is committed to providing smart food choices to support you while managing your weight. That's why we follow a set of six smart eating principles when creating food for you. We promise to be there throughout the day with smart breakfasts, snacks, meals and desserts inspired by these principles:

1. Portion control so you can eat the foods you love
2. Breakfast is crucial, because it starts your day right & helps control hunger
3. Smart eating includes a variety of foods with protein
4. Whole grains, fruit and vegetables can keep you fuller, longer
5. Smart desserts and snacks can help you stay on track
6. Support and knowledge are critical to making smart food choices

TO OPEN PUSH IN PULL OUT

Nutrition Facts

Serving Size 1 Package (311g)
Servings Per Container 1

Amount Per Serving	
Calories 320	Calories from Fat 60
	% Daily Value*
Total Fat 7g	**11%**
Saturated Fat 2g	**10%**
Trans Fat 0g	
Polyunsaturated Fat 2g	
Monounsaturated Fat 2g	
Cholesterol 30mg	**10%**
Sodium 680mg	**29%**
Total Carbohydrate 40g	**13%**
Dietary Fiber 4g	**16%**
Sugars 7g	
Protein 24g	
Vitamin A 15% •	Vitamin C 15%
Calcium 25% •	Iron 10%

* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

FOR FOOD SAFETY AND BEST QUALITY, FOLLOW THESE COOKING INSTRUCTIONS COMPLETELY.

- KEEP FROZEN UNTIL READY TO USE.
- COOK THOROUGHLY BEFORE EATING.
- ADJUSTMENT TO COOKING TIMES MAY BE REQUIRED DUE TO VARIATIONS IN ALL MICROWAVE OVENS.
- USE CAUTION AS PRODUCT AND PACKAGING WILL BE HOT.
- DO NOT REUSE TRAY.
- DO NOT PREPARE IN CONVENTIONAL OR TOASTER OVEN.

165°F CHECK THAT PRODUCT IS COOKED THOROUGHLY. INTERNAL TEMPERATURE NEEDS TO REACH 165°F AS MEASURED BY A FOOD THERMOMETER.

IMPORTANT: KEEP FROZEN
DO NOT REFREEZE

MICROWAVE OVEN ONLY

*(developed using a 1200 watt model on **HIGH**)*

1. Remove tray from outer carton; pull back corner of film to vent.
2. Cook on **HIGH** for **5 minutes and 30 seconds.**
3. Let stand in microwave **1-2 minutes.**
4. When removing from microwave, hold onto the tray's handles. Remove film. Stir and enjoy.

200060

May-12
LUM-6125573

203902_
2

Angel Hair

6 PointsPlus® value ™

Tear & Track

PRODUCT IDENTIFICATION PANEL

BEST IF USED BY: SEE BOTTOM

5077335-007

QUALITY PLEDGE: Smart Ones® is committed to providing the highest quality experience with our products. We welcome your comments. Please have the package with you when you call.

PHONE US 1-800-762-0226, Monday – Friday

WRITE US Heinz North America, Consumer Affairs, P.O. Box 57, Pittsburgh, PA 15230

VISIT US ONLINE www.EatYourBest.com

WeightWatchers®

Smart Ones®

230 Calories | 4g Fat | 4g Fiber | 9g Protein

WholeGrainsCouncil.org

WHOLE GRAIN 8g or more per serving

EAT 48g OR MORE OF WHOLE GRAINS DAILY

CLASSIC FAVORITES

Angel Hair Marinara

tender angel hair pasta in a delicious marinara sauce with spinach, yellow and green zucchini

SERVING SUGGESTION

6 PointsPlus® value ™

KEEP FROZEN • COOK THOROUGHLY • SEE COOKING INSTRUCTIONS

NET WT. 10.0 OZ (283 g)

INGREDIENTS: **MARINARA SAUCE** (DICED TOMATOES [TOMATOES, TOMATO JUICE, CITRIC ACID, CALCIUM CHLORIDE], TOMATO PASTE, WATER, SPINACH, ONIONS, SPICE, SALT, SUGAR, OLIVE OIL, FLAVOR [MEDIUM CHAIN TRIGLYCERIDES, NATURAL FLAVORS], NATURAL OLIVE OIL FLAVOR [SUNFLOWER OIL, NATURAL FLAVOR], SAUTEED GARLIC [GARLIC, SOYBEAN OIL WITH CITRIC ACID], SPICES, MODIFIED CORNSTARCH, BASIL FLAVOR [SOYBEAN OIL, MEDIUM CHAIN TRIGLYCERIDES, FLAVORS]), **COOKED ENRICHED PASTA** (WATER, ENRICHED FLOUR [WHEAT FLOUR, NIACIN, FERROUS SULFATE, THIAMINE MONONITRATE, RIBOFLAVIN, FOLIC ACID], WHOLE WHEAT FLOUR, WHEAT GLUTEN, FOOD STARCH [CORN], SALT, SOY LECITHIN), **ZUCCHINI, WATER, CORN OIL, STABILIZER** (MALTODEXTRIN [CORN], MONOGLYCERIDE [SOY], SOY LECITHIN, XANTHAN GUM, GUAR GUM, METHYLCELLULOSE GUM, CITRIC ACID), **ANNATTO** (VEGETABLE COLOR, SOY).

CONTAINS SOYBEANS, WHEAT.

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WeightWatchers®
Smart Ones®
Angel Hair Marinara
tender angel hair pasta in a delicious marinara sauce with spinach, yellow and green zucchini

5077335-007

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0 25800 02028 7

PROOF OF PURCHASE
10 OZ ANGEL HAIR MARINARA

WeightWatchers®
Smart Ones

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facebook.com/eatyourbest

Food with *Principles* . . .

Smart Ones is committed to providing smart food choices to support you while managing your weight. That's why we follow a set of six smart eating principles when creating food for you. We promise to be there throughout the day with smart breakfasts, snacks, meals and desserts inspired by these principles:

1. Portion control so you can eat the foods you love
2. Breakfast is crucial, because it starts your day right & helps control hunger
3. Smart eating includes a variety of foods with protein
4. Whole grains, fruit and vegetables can keep you fuller, longer
5. Smart desserts and snacks can help you stay on track
6. Support and knowledge are critical to making smart food choices

TO OPEN PUSH IN PULL OUT

Nutrition Facts

Serving Size 1 Package (283g)
Servings Per Container 1

Amount Per Serving	
Calories 230	Calories from Fat 35
	% Daily Value*
Total Fat 4g	**6%**
Saturated Fat 1g	**5%**
Trans Fat 0g	
Polyunsaturated Fat 1g	
Monounsaturated Fat 1g	
Cholesterol 0mg	**0%**
Sodium 650mg	**27%**
Total Carbohydrate 40g	**13%**
Dietary Fiber 4g	**17%**
Sugars 8g	
Protein 9g	
Vitamin A 15% • Vitamin C 6%	
Calcium 8% • Iron 10%	

* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

FOR FOOD SAFETY AND BEST QUALITY, FOLLOW THESE COOKING INSTRUCTIONS COMPLETELY:
- KEEP FROZEN UNTIL READY TO USE.
- COOK THOROUGHLY BEFORE EATING.
- ADJUSTMENT TO COOKING TIMES MAY BE REQUIRED DUE TO VARIATIONS IN ALL MICROWAVE OVENS.
- USE CAUTION AS PRODUCT AND PACKAGING WILL BE HOT.
- DO NOT REUSE TRAY.
- DO NOT PREPARE IN CONVENTIONAL OR TOASTER OVEN.

165°F CHECK THAT PRODUCT IS COOKED THOROUGHLY. INTERNAL TEMPERATURE NEEDS TO REACH 165°F AS MEASURED BY A FOOD THERMOMETER.

IMPORTANT: KEEP FROZEN

MICROWAVE OVEN ONLY *(developed using a 1200 watt model on HIGH)*

1. Remove tray from outer carton; pull back corner of film to vent.
2. Cook on HIGH for 3 minutes.
3. Pull back film and stir. Replace film cover.
3. Cook on HIGH for 1 minute. Let stand in microwave 1-2 minutes.
4. When removing from microwave, hold onto the tray's side handles. Remove film. Stir and enjoy!

90 80 60

Feb-12 6076768 201986_

PROOF OF PURCHASE
9 OZ HOME STYLE BEEF POT ROAST

Weight Watchers® PointsPlus® Program

Check out the Weight Watchers® *PointsPlus*® Program — your winning formula to help you lose weight and keep it off.
To learn more, visit WeightWatchers.com or call 1 (800) 410-1199 today.

Weight Watchers®

Smart Ones®

190 Calories | 6g Fat | 3g Fiber | 16g Protein

SMART CREATIONS

Home Style Beef Pot Roast

with carrots, onions, potatoes, green beans, & gravy

Promark v. GFA
NO. 91194974
Opposer Exhibit
NO. 37a
2-20-13

5 PointsPlus® value™

SERVING SUGGESTION

KEEP FROZEN • COOK THOROUGHLY • SEE COOKING INSTRUCTIONS

NET WT. 9.0 OZ (255 g)

U.S. INSPECTED AND PASSED BY DEPARTMENT OF AGRICULTURE

INGREDIENTS: SAUCE (WATER, BURGUNDY WINE [BURGUNDY WINE, SALT], MODIFIED CORNSTARCH, TOMATO PUREE [TOMATO PASTE, WATER], BEEF BASE [ROASTED BEEF AND CONCENTRATED BEEF STOCK, HYDROLYZED (CORN GLUTEN, SOY, CORN AND WHEAT) PROTEIN, CORN OIL, SUGAR, CORN MALTODEXTRIN, YEAST EXTRACT, CARAMEL COLOR, FLAVORING, SALT], MUSHROOM FLAVOR [AUTOLYZED YEAST EXTRACT, CORN MALTODEXTRIN, MUSHROOMS, NATURAL FLAVORS], AU JUS TYPE BEEF FLAVOR [BEEF STOCK, SOY SAUCE (WATER, SOYBEANS, WHEAT, SALT), NATURAL FLAVORING, BEEF FAT, REDUCED LACTOSE WHEY AND WHEY (MILK), CORN STARCH, SUGAR, SALT, MODIFIED CORNSTARCH, POTATO STARCH, BEET POWDER, LIPOLYZED CREAM, CORN SYRUP SOLIDS, DISODIUM GUANYLATE], SALT, SPICES, ROASTED BEEF TYPE FLAVOR [YEAST EXTRACT, SOY SAUCE (WATER, SOYBEANS, WHEAT, SALT), CORN MALTODEXTRIN, BEEF EXTRACT, FLAVORING, SUGAR], FLAVOR ENHANCER [DEXTROSE, SALT, AUTOLYZED YEAST EXTRACT, MODIFIED CORNSTARCH], CARAMEL COLOR (CONTAINS SULFITES), RED WINE VINEGAR, XANTHAN GUM, SUGAR, POTASSIUM CHLORIDE), **FULLY COOKED SEASONED BRAISED BEEF POT ROAST DICES AND MODIFIED FOOD STARCH PRODUCT** (BEEF, WATER, WITH <1.5% DEXTROSE, SALT, MODIFIED CORNSTARCH, CONCENTRATED BEEF STOCK, SODIUM PHOSPHATES, POTASSIUM CHLORIDE, CARAMEL COLOR, SPICE EXTRACTIVES), **CARROTS, ONIONS, ROASTED RED POTATOES** (RED POTATOES, SODIUM ACID PYROPHOSPHATE), **GREEN BEANS.**
CONTAINS MILK, SOYBEANS, WHEAT.

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QUALITY PLEDGE: Smart Ones® is committed to providing the highest quality experience with our products. We welcome your comments. Please have the package with you when you call.

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WRITE US Heinz North America, Consumer Affairs, P.O. Box 57, Pittsburgh, PA 15230
VISIT US ONLINE www.EatYourBest.com

Tear & Track

Home Style Beef Pot Roast

5 PointsPlus® value™

PRODUCT IDENTIFICATION PANEL
BEST BY 08-28-2014
MS2H14E 23:35 EST 1869
35227293

WeightWatchers®

Smart Ones®

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Food with *Principles* . . .

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3. Smart eating includes a variety of foods with protein
4. Whole grains, fruit and vegetables can keep you fuller, longer
5. Smart desserts and snacks can help you stay on track
6. Support and knowledge are critical to making smart food choices

TO OPEN PUSH IN PULL OUT

Nutrition Facts

Serving Size 1 Package (255g)
Servings Per Container 1

Amount Per Serving	
Calories 190	Calories from Fat 60
	% Daily Value*
Total Fat 6g	**10%**
Saturated Fat 2.5g	**11%**
Trans Fat 0g	
Polyunsaturated Fat 0g	
Monounsaturated Fat 2.5g	
Cholesterol 30mg	**11%**
Sodium 590mg	**24%**
Total Carbohydrate 18g	**6%**
Dietary Fiber 3g	**12%**
Sugars 3g	
Protein 16g	
Vitamin A 30% •	Vitamin C 4%
Calcium 4% •	Iron 10%

* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

FOR FOOD SAFETY AND BEST QUALITY, FOLLOW THESE COOKING INSTRUCTIONS COMPLETELY:
- KEEP FROZEN UNTIL READY TO USE.
- COOK THOROUGHLY BEFORE EATING.
- ADJUSTMENT TO COOKING TIMES MAY BE REQUIRED DUE TO VARIATIONS IN ALL MICROWAVE OVENS.
- USE CAUTION AS PRODUCT AND PACKAGING WILL BE HOT.
- DO NOT REUSE TRAY.
- DO NOT PREPARE IN CONVENTIONAL OR TOASTER OVEN.

165°F CHECK THAT PRODUCT IS COOKED THOROUGHLY. INTERNAL TEMPERATURE NEEDS TO REACH 165°F AS MEASURED BY A FOOD THERMOMETER.

IMPORTANT: KEEP FROZEN
DO NOT REFREEZE

MICROWAVE OVEN ONLY *(developed using a 1200 watt model on HIGH)*

1. Remove tray from outer carton; pull back corner of film to vent.
2. Cook on **HIGH** for **4 minutes**.
3. Pull back film and stir. Replace film cover.
4. Cook on **HIGH** for **1 minute**. Let stand in microwave **1-2 minutes**.
5. When removing from microwave, hold onto the tray's side handles. Remove film. Stir and enjoy!

Home Style
Beef Pot Roast

Smart Ones®
WeightWatchers®

208809
Aug-12
LUM-616529

35227293

Creamy Rigatoni with Broccoli & Chicken

7 PointsPlus® value ™

Tear & Track

PRODUCT IDENTIFICATION PANEL

Best By 07/28/2014 3526A0A 10:12 P 00211

35229359

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VISIT US ONLINE www.EatYourBest.com

WeightWatchers®

Smart Ones®

280 Calories | 5g Fat | 3g Fiber | 19g Protein

CLASSIC FAVORITES

Creamy Rigatoni with Broccoli & Chicken

a medley of pasta, broccoli and white meat chicken in a creamy parmesan sauce

Promark v. GFA
NO 91194974
Opposer Exhibit
No. 31E
DNK 2-20-13

SERVING SUGGESTION

7 PointsPlus® value ™

KEEP FROZEN • COOK THOROUGHLY • SEE COOKING INSTRUCTIONS

NET WT. 9.0 OZ (255 g)

INSPECTED FOR WHOLESOMENESS BY U.S. DEPARTMENT OF AGRICULTURE

INGREDIENTS: COOKED ENRICHED MACARONI PRODUCT (WATER, ENRICHED MACARONI PRODUCT [SEMOLINA WHEAT FLOUR, NIACIN, FERROUS SULFATE, THIAMINE MONONITRATE, RIBOFLAVIN, FOLIC ACID], CARRAGEENAN), **ALFREDO SAUCE** (WATER, PARMESAN CHEESE [PART-SKIM MILK, CHEESE CULTURES, SALT, ENZYMES], NONFAT MILK, MODIFIED CORN STARCH, SHORTENING POWDER (PALM OIL, CORN SYRUP SOLIDS, SODIUM CASEINATE, DIPOTASSIUM PHOSPHATE, MONOGLYCERIDES], MALTODEXTRIN, SALT, POTASSIUM CITRATE, GRANULAR AND ROMANO CHEESE [MILK, CHEESE CULTURES, SALT, ENZYMES], FLAVOR [CONTAINS AUTOLYZED YEAST], CHEDDAR CHEESE FLAVOR [MILK, SALT, ENZYMES, CULTURES], DEHYDRATED CHEESE, XANTHAN GUM, SPICE, WHEY, BUTTER, BUTTERMILK SOLIDS, BUTTER [CREAM, SALT], SODIUM PHOSPHATE, LACTIC ACID, CITRIC ACID, CALCIUM PHOSPHATE, SODIUM CITRATE, YEAST EXTRACT, FERMENTED WHEAT PROTEIN, DISODIUM INOSINATE & DISODIUM GUANYLATE), **COOKED AND GLAZED WHITE MEAT CHICKEN WITH GRILL MARKS** (WHITE MEAT CHICKEN, WATER, MODIFIED TAPIOCA STARCH, SUGAR, SALT, SODIUM PHOSPHATES, GLAZED WITH WATER, CARAMEL COLOR, MODIFIED POTATO STARCH), **BROCCOLI.**

CONTAINS: WHEAT, MILK.

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WeightWatchers®
Smart Ones®
Creamy Rigatoni with Broccoli & Chicken

35229359

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PROOF OF PURCHASI
9 OZ CREAMY RIGATON
WITH BROCCOLI & CHICI

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Food with *Principles* . . .

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5. Smart desserts and snacks can help you stay on track
6. Support and knowledge are critical to making smart food choices

TO OPEN PUSH IN PULL OUT

Nutrition Facts

Serving Size 1 Package (255g)
Servings Per Container 1

Amount Per Serving	
Calories 280	Calories from Fat 45
	% Daily Value*
Total Fat 5g	8%
Saturated Fat 2.5g	13%
Trans Fat 0g	
Polyunsaturated Fat 1g	
Monounsaturated Fat 1.5g	
Cholesterol 25mg	8%
Sodium 810mg	34%
Total Carbohydrate 39g	13%
Dietary Fiber 3g	12%
Sugars 2g	
Protein 19g	
Vitamin A 0% • Vitamin C 15%	
Calcium 15% • Iron 8%	

* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

MICROWAVE OVEN ONLY *(developed using a 1200 watt model on HIGH)*

1. Remove tray from outer carton; pull back corner of film to vent.
2. Cook on **HIGH** for **3 minutes**.
3. Pull back film and stir. Replace film.
4. Cook on **HIGH** for **1 minute** and **30 seconds**. Let stand in microwave **1-2 minutes**.
5. When removing from microwave, hold onto the tray's side handles. Remove film. Stir and enjoy!

FOR FOOD SAFETY AND BEST QUALITY, FOLLOW THESE COOKING INSTRUCTIONS COMPLETELY:
- KEEP FROZEN UNTIL READY TO USE.
- COOK THOROUGHLY BEFORE EATING.
- ADJUSTMENT TO COOKING TIMES MAY BE REQUIRED DUE TO VARIATIONS IN ALL MICROWAVE OVENS.
- USE CAUTION AS PRODUCT AND PACKAGING WILL BE HOT.
- DO NOT REUSE TRAY.
- DO NOT PREPARE IN CONVENTIONAL OR TOASTER OVEN.

165°F CHECK THAT PRODUCT IS COOKED THOROUGHLY. INTERNAL TEMPERATURE NEEDS TO REACH 165°F AS MEASURED BY A FOOD THERMOMETER.

IMPORTANT: KEEP FROZEN
DO NOT REFREEZE

15
Jun-12
6146172
214706

5220150-001
4
224
20992-3
1 2 3 4 5 6 7 8 9 10 11 12
20 21 22 23 123
123 123

WeightWatchers®
Smart Ones®

Turkey Bacon Melt Quesadilla

turkey breast medallions, turkey bacon, cheese and tomatoes folded into a crispy flour tortilla

Turkey Bacon Melt Quesadilla

6 PointsPlus® value™

Tear & Track

QUALITY PLEDGE: Smart Ones® is committed to providing the highest quality experience with our products. We welcome your comments. Please have the package with you when you call.

PHONE US 1-800-762-0228, Monday – Friday
WRITE US Heinz North America,
Consumer Affairs,
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VISIT US ONLINE www.EatYourBest.com

WeightWatchers®
Smart Ones®

230 Calories | 7g Fat | 7g Fiber | 12g Protein

NEW!

SMART ANYTIME

Turkey Bacon Melt Quesadilla

turkey breast medallions, turkey bacon, cheese and tomatoes folded into a crispy flour tortilla

6 PointsPlus® value™

SERVING SUGGESTION
ENLARGED PHOTOGRAPH

Promark v. GFA
NO. 91194974
Opposer Exhibit
NO. 37f
2-20-13

2 PACK

KEEP FROZEN • COOK THOROUGHLY • SEE COOKING INSTRUCTIONS

NET WT. 8.0 OZ (226 g)

INSPECTED U.S. DEPARTMENT OF AGRICULTURE

INGREDIENTS: TORTILLA (WATER, ENRICHED FLOUR [BLEACHED WHEAT FLOUR, NIACIN, IRON, THIAMINE MONONITRATE, RIBOFLAVIN, FOLIC ACID], WHOLE WHEAT FLOUR, MODIFIED WHEAT STARCH, CANOLA OIL, WHEAT GLUTEN, GLYCERINE, PYROGLUCATED COTTONSEED OIL, SUGAR, BAKING POWDER [SODIUM ACID PYROPHOSPHATE, SODIUM BICARBONATE, SODA, CORN STARCH, MONOCALCIUM PHOSPHATE], SALT, GARLIC, CITRIC ACID), CROWNED TURKEY BREAST MEDALLIONS (TENDER BREAST MEAT, WATER, SEASONING [MALTODEXTRIN, DEXTROSE, SALT, FLAVORING, GUM ARABIC, MODIFIED CORNSTARCH, SALT, CANOLA OIL, CARRAGEENAN, SODIUM PHOSPHATE, NATURAL FLAVORS, PAPRIKA], GARLIC SAUCE [WATER, SOYBEAN OIL, TOMATOES, SOUR CREAM [CULTURED CREAM, NONFAT MILK, CULTURES], CULTURED NONFAT MILK, LACTIC ACID, CITRIC ACID AND TOCOPHEROLS], AND ASCORBIC PALMITATE, ENZYMES), REDUCED FAT CHEESE [PART-SKIM MILK, NONFAT MILK, SALT, ANNATTO COLOR], CULTURES, ENZYMES, SODIUM CITRATE, FLAVORS, PROVOLONE CHEESE SAUCE [WATER, MODIFIED CORNSTARCH, PROVOLONE CHEESE [CULTURED MILK, SALT, ENZYMES, VEGETABLE OIL [CONTAINS ONE OR MORE OF CANOLA OIL, SOYBEAN OIL, SUNFLOWER OIL], CONTAINS 2% OR LESS OF NONFAT MILK, SALT, SODIUM PHOSPHATE, CREAM, CELLULOSE GUM, MILK, YEAST EXTRACT, MYOGUM, AND ENZYMES], SOY LACTIC ACID, BUTTER OIL, ROMANO CHEESE [CULTURED MILK, SALT, ENZYMES], MILKFAT, WHEY [MILK, CITRIC ACID], TURMERIC COLOR, NATURAL FLAVOR, XANTHAN GUM, TURKEY BACON BITS [TURKEY BACON, TURKEY, MECHANICALLY SEPARATED TURKEY, WATER, SALT, SUGAR, FLAVORING, EGAT, SUGAR, MALTODEXTRIN, WORCESTERSHIRE SAUCE [DISTILLED VINEGAR, MOLASSES, WATER, SALT, SUGAR, FLAVORING, NATURAL SMOKE FLAVOR, SPICES, SODIUM PHOSPHATE, SODIUM ERYTHORBATE, SODIUM NITRITE], COATED IN [CANOLA OIL, SMOKE FLAVORING, SOY], MODIFIED CORNSTARCH, BROWN FLAVOR [MALTODEXTRIN, MODIFIED FOOD STARCH, HYDROLYZED SOY PROTEIN, PORK STOCK, YEAST EXTRACT, NATURAL SMOKE FLAVOR, DEXTROSE, NATURAL FLAVOR, RENDERED BACON FAT].
CONTAINS: WHEAT, SOYBEANS, MILK.

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PRODUCT IDENTIFICATION PANEL 5220150-001
BEST BY 08/28/2013
PC2E15 606:15 P18205

Weight Watchers®

Smart Ones®

Learn more & sign-up for savings
eatyourbest.com - **or** -
facebook.com/eatyourbest

Food with *Principles...*

Smart Ones is committed to providing smart food choices to support you while managing your weight. That's why we follow a set of six smart eating principles when creating food for you. We promise to be there throughout the day with smart breakfasts, snacks, meals and desserts inspired by these principles:

1. Portion control so you can eat the foods you love
2. Breakfast is crucial, because it starts your day right & helps control hunger
3. Smart eating includes a variety of foods with protein
4. Whole grains, fruit and vegetables can keep you fuller, longer
5. Smart desserts and snacks can help you stay on track
6. Support and knowledge are critical to making smart food choices

MICROWAVE OVEN ONLY

(developed using a 1200 watt model on HIGH)

1. Remove one quesadilla and one sleeve from the carton and the bag. Place quesadilla inside sleeve with curved edge under opening tab.
2. With the opening tab facing up, place quesadilla on a microwave safe plate in the center of the microwave. Cook on **HIGH** for **2 minutes**.
3. Let stand for **1 minute** in the microwave. Gently pull opening tab to remove quesadilla. Enjoy!

FOR FOOD SAFETY AND BEST QUALITY, FOLLOW THESE COOKING INSTRUCTIONS COMPLETELY:

- KEEP FROZEN UNTIL READY TO USE
- COOK THOROUGHLY BEFORE EATING
- ADJUSTMENT TO COOKING TIMES MAY BE REQUIRED DUE TO VARIATIONS IN ALL MICROWAVE OVENS
- USE CAUTION AS PRODUCT AND PACKAGING WILL BE HOT
- DO NOT REUSE CRISPING SLEEVE
- DO NOT PREPARE IN CONVENTIONAL OR TOASTER OVEN

1 Serving = 1 Quesadilla

CHECK THAT PRODUCT IS COOKED THOROUGHLY. INTERNAL TEMPERATURE NEEDS TO REACH 165°F AS MEASURED BY A FOOD THERMOMETER.

RETAIN CARTON FOR PREPARATION AND ALLERGEN INFORMATION

IMPORTANT: KEEP FROZEN • DO NOT REFREEZE

Nutrition Facts

Serving Size 1 Piece (113g)
Servings Per Container 2

Amount Per Serving	
Calories 230	Calories from Fat 60
	% Daily Value*
Total Fat 7g	**11%**
Saturated Fat 2.5g	**12%**
Trans Fat 0g	
Polyunsaturated Fat 2g	
Monounsaturated Fat 2.5g	
Cholesterol 20mg	**6%**
Sodium 490mg	**21%**
Total Carbohydrate 30g	**10%**
Dietary Fiber 7g	**27%**
Sugars 2g	
Protein 12g	

Vitamin A 4% • Vitamin C 0%
Calcium 15% • Iron 6%

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

PROOF OF PURCHASE
8 OZ TURKEY BACON MELT QUESADILLA
0 25800 02121 5

Check out the Weight Watchers® *PointsPlus*® Program — your winning formula to help you lose weight and keep it off.

To learn more, visit WeightWatchers.com or call 1 (800) 410-1199 today.

Promark v. GFA
No. 91191974
Opposer Exhibit
No. 38
GNF 2-20-13

Westvāco® U.S. Patents Nos. 5,244,145 5,433,374

2256163

Weight Watchers®
Smart Ones®

CONVENTIONAL OVEN INSTRUCTIONS

Due to variations in all ovens, cooking times and/or temperature may require adjustment.
- Preheat oven to **350°F**. • Pull Back Lid at corner to vent. • DO NOT FULLY REMOVE LID.
- Heat **35-40** minutes or until hot. • CAREFULLY REMOVE LID AS PRODUCT WILL BE HOT.
- Stir product.

NOT RECOMMENDED FOR TOASTER OVENS. See side panel for microwave cooking instructions.

Quality Pledge: If you have any questions or comments about this product, please write to us at: **Weight Watchers Gourmet Food Company**, Consumer Affairs, P.O. Box 10, Boise, Idaho 83707-0010 or call us at 1-800-762-0228 M-F 7:30 AM-5:30 PM, MST. Please have proof of purchase with the stamped in code when you call or include when you write.

Nutrition Facts

Serving Size: 1 Entree (269g)
Servings Per Container: 1

Amount Per Serving	
Calories 270	Calories from Fat 60
	% Daily Value*
Total Fat 7g	**11%**
Saturated Fat 2.5g	**13%**
Polyunsaturated Fat 2g	
Monounsaturated Fat 2.5g	
Cholesterol 45mg	**15%**
Sodium 670mg	**28%**
Total Carbohydrate 38g	**13%**
Dietary Fiber 4g	**16%**
Sugars 6g	
Protein 13g	

Vitamin A	8%	Vitamin C	6%
Calcium	15%	Iron	10%

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Saturated Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Calories per gram:
Fat 9 Carbohydrate 4 Protein 4

INGREDIENTS: [illegible]

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Weight Watchers®
Smart Ones®

Remember, treat yourself to a delicious Smart Ones dessert!

123 Success
WEIGHT LOSS PLAN

WEIGHT WATCHERS has developed a real diet breakthrough, with an exclusive *POINTS*℠ Food System that's easy to learn. There's no complicated counting since we've combined fat, fiber and calories into one simple number. And since no food is a no-no, it's easy to live with!

This product was prepared to fit the WEIGHT WATCHERS program and is useful for weight control when used strictly in accordance with the WEIGHT WATCHERS Food Plan. As part of the WEIGHT WATCHERS program:

1 serving = 5 *POINTS*℠ or 1 Protein/Milk, 2 Breads, 1 Fat

For Meeting Locations and Times:
Call 1-800-651-6000.

IMPORTANT: KEEP FROZEN DO NOT REFREEZE

Smart Ones entrees have the right balance of low calories and low fat, along with delicious taste, to help you keep a sensible eating plan on track.

See side panel for Microwave cooking instructions.

PROOF OF PURCHASE
9.5 OZ. TUNA NOODLE CASSEROLE

0 25800 02256 4

MICROWAVE INSTRUCTIONS
Best When Prepared in the Microwave

Due to variations in all ovens, cooking times may require adjustment.
- Pull Back Lid at corner to vent • DO NOT FULLY REMOVE LID. • Heat on **HIGH** for **5 1/2 - 6 1/2** minutes or until hot. • Let stand covered 1 minute. • CAREFULLY REMOVE LID AS PRODUCT WILL BE HOT. • Stir product.

See side panel for conventional oven cooking instructions.

Weight Watchers®
Smart Ones®
Tuna Noodle Casserole

97% FAT FREE

SEE BACK PANEL FOR NUTRITION INFORMATION


Weight Watchers
Smart Ones
Traditional Lasagna with Meat Sauce
GRAMS OF FAT • 300 CALORIES
1 2 3 SUCCESS 6 POINTS
Traditional Lasagna with Meat Sauce
Weight Watchers
Smart Ones
Traditional Lasagna with Meat Sauce

MICROWAVE OVEN (Best When Prepared in the Microwave)

The following cook preparation was developed using a 1000 watt microwave oven. Due to variations in all ovens, additional cooking time may be required.

1. Remove tray from outer carton.
2. Pull back corner of film to vent.
3. Cook on **HIGH** for 4 minutes.
4. Carefully remove tray from oven.
5. Rotate 1/4 turn and cook on **MEDIUM** for 4 1/2 minutes.
6. Carefully remove tray from oven and let stand for 1 minute.
7. USE CAUTION AS PRODUCT WILL BE HOT.

CONVENTIONAL OVEN

Due to variations in all ovens, additional cooking time may be required.

1. Preheat oven to 350° F. If not preheated, bake at 350° F.
2. Remove tray from outer carton.
3. Cut film corner to vent.
4. Place tray on baking sheet on middle oven rack.
5. Cook **50** minutes or until hot.
6. Carefully remove tray from oven.
7. Remove film from tray. USE CAUTION AS PRODUCT WILL BE HOT.

DO NOT PREPARE IN TOASTER OVEN • DO NOT REUSE TRAY • KEEP FROZEN UNTIL READY TO USE • COOK THOROUGHLY BEFORE EATING

Weight Watchers® Smart Ones®

Traditional Lasagna with Meat Sauce

Did you know...Smart Ones entrees are available in over 50 different varieties including our delicious Main Street Bistro Selections? All varieties are generously served and so full of flavor you don't have to give up anything to look and feel your best.

And remember, treat yourself to a sinfully decadent Smart Ones dessert!

TO OPEN PUSH IN PULL OUT

Make Red Your Color!

1 2 3 SUCCESS®

WEIGHT WATCHERS has developed a real diet breakthrough, with an exclusive ***POINTS®*** Food System that's easy to learn. There's no complicated counting since we've combined fat, fiber, and calories into one simple number. And since no food is a no-no, it's easy to live with! This product was prepared to fit the WEIGHT WATCHERS program and is useful for weight control when used strictly in accordance with the WEIGHT WATCHERS Food Plan. As part of the WEIGHT WATCHERS program:

1 serving = 6 *POINTS*® or 2 Protein/Milk, 1/2 Fruit/Vegetable, 1 Bread, 40 Bonus Calories

For meeting locations and times: Call 1-800-651-6000 or visit our website at www.weightwatchers.com

PROOF OF PURCHASE
10.5 OZ TRADITIONAL LASAGNA WITH MEAT SAUCE

0 25800 00003 6

See side panel for microwave and conventional oven cooking preparation

IMPORTANT: KEEP FROZEN • DO NOT REFREEZE

Nutrition Facts

Serving Size 1 Package (297g)
Servings Per Container 1

Amount Per Serving	
Calories 300	Calories from Fat 60
	% Daily Value*
Total Fat 7g	**11%**
Saturated Fat 4g	**20%**
Polyunsaturated Fat 0.5g	
Monounsaturated Fat 2.5g	
Cholesterol 40mg	**13%**
Sodium 790mg	**33%**
Total Carbohydrate 38g	**13%**
Dietary Fiber 3g	**12%**
Sugars 10g	
Protein 22g	
Vitamin A 15% •	Vitamin C 10%
Calcium 35% •	Iron 10%

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Saturated Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

50

HEINZ 004200


Weight Watchers
Smart Ones
Chicken Oriental
MADE WITH TENDER WHITE MEAT CHICKEN
4.5 GRAMS OF FAT • 230 CALORIES
1 2 3 SUCCESS® 4 POINTS®
Net Wt 9.0 OZ (255g)
Chicken Oriental
MICROWAVE OVEN
CONVENTIONAL OVEN

Weight Watchers®

Smart Ones® Chicken Oriental

MADE WITH TENDER WHITE MEAT CHICKEN

Did you know...Smart Ones entrees are available in over 50 different varieties including our delicious Main Street Bistro Selections? All varieties are generously served and so full of flavor you don't have to give up anything to look and feel your best.

And remember, treat yourself to a sinfully decadent Smart Ones dessert!

Make Red Your Color!

1 2 3 SUCCESS®

WEIGHT WATCHERS has developed a real diet breakthrough with an exclusive ***POINTS®*** Food System that's easy to learn. There's no complicated counting since we've combined fat, fiber and calories into one simple number. And since no food is a no-no, it's easy to live with!

This product was prepared to fit the WEIGHT WATCHERS program and is useful for weight control when used strictly in accordance with the WEIGHT WATCHERS Food Plan. As part of the WEIGHT WATCHERS program:

1 serving = 4 *POINTS*® or 2 Protein/Milk, 1/2 Fruit/Vegetable, 1 Bread
20 Bonus Calories

For meeting locations and times: Call 1-800-651-6000 or visit our website at www.weightwatchers.com

See side panel for microwave and conventional oven cooking preparation.

IMPORTANT: KEEP FROZEN • DO NOT REFREEZE

PROOF OF PURCHASE
8 OZ. CHICKEN ORIENTAL

0 25800 02249 6

Nutrition Facts

Serving Size 1 Package (255g)
Servings Per Container 1

Amount Per Serving

Calories 230 Calories from Fat 40

	% Daily Value*
Total Fat 4.5g	7%
Saturated Fat 1g	5%
Polyunsaturated Fat 1.0g	
Monounsaturated Fat 2g	
Cholesterol 35mg	12%
Sodium 790mg	33%
Total Carbohydrate 34g	11%
Dietary Fiber 3g	12%
Sugars 3g	
Protein 15g	

Vitamin A 8% • Vitamin C 10%
Calcium 4% • Iron 4%

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories	2,000	2,500
Total Fat	Less than	65g	80g
Saturated Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

0132

2248123

MADE WITH TENDER WHITE MEAT CHICKEN

Smart Ones® Chicken Oriental
Weight Watchers®

Weight Watchers
Smart Ones
Artisan Creations
Grilled Flatbread
Chicken Marinara with Mozzarella Cheese
Grilled White Meat Chicken, Fire-Roasted Bell Peppers and Onions, Reduced Fat Mozzarella Cheese with Marinara Sauce on a Flatbread
NEW! PointsPlus Weight Watchers Program with Increased Daily Target
See Back for Details
290 Calories | 6g Fat
Serving Suggestion
KEEP FROZEN
COOK THOROUGHLY · SEE COOKING INSTRUCTIONS
NET WT. 6 OZ (170 g)
Nutrition Facts
For more tips, ideas and inspiration, visit eatyourbest.com
Weight Watchers Smart Ones Artisan Creations Grilled Flatbread Chicken Marinara with Mozzarella Cheese
You can cook these Flatbreads two different ways.
I love my bread CRISPIER
I love my bread SOFTER
MICROWAVE OVEN:
FOR FOOD SAFETY AND BEST QUALITY, FOLLOW THESE COOKING INSTRUCTIONS:
Same Great Product!
Increased Daily Target!
Weight Watchers 6 POINTS Value 7
NEW Weight Watchers PointsPlus™ Program!
PointsPlus™ values now on all Weight Watchers® Smart Ones® products!
Chicken Marinara with Mozzarella Cheese Flatbread
Grilled Flatbread Chicken Marinara with Mozzarella Cheese
Smart Ones
Artisan Creations


Weight Watchers
Smart Ones
new!
MorningExpress
French Toast with Turkey Sausage
served with a side of syrup
Great Taste
8g of WHOLE GRAIN!
NEW! PointsPlus Weight Watchers Program With Increased Daily Target
280 Calories | 8g Fat
KEEP FROZEN · COOK THOROUGHLY · SEE COOKING INSTRUCTIONS
NET WT. 4.45 OZ (126 g)
French Toast with Turkey Sausage
MICROWAVE OVEN ONLY:
WHOLE GRAIN
Nutrition Facts
Calories 280
Total Fat 8g
Saturated Fat 2.5g
Trans Fat 0g
Polyunsaturated Fat 2g
Monounsaturated Fat 1g
Cholesterol 135mg
Sodium 670mg
Total Carbohydrate 36g
Dietary Fiber 2g
Sugars 10g
Protein 14g
Vitamin A 4% • Vitamin C 0%
Calcium 6% • Iron 10%
NEW Weight Watchers PointsPlus™ program!
PointsPlus™ values now on all Weight Watchers® Smart Ones® products!
French Toast with Turkey Sausage
Same Great Product!
OLD NEW
Calories 280 280
Fat 8g 8g
Weight Watchers PointsPlus value 6 7
Increased Daily Target!
For more tips, ideas and inspiration, visit eatyourbest.com
Not a member? Visit WeightWatchers.com or call 1 (800) 470-1199 for more information
Dec: 10
ELK: 0-458-4807
169530_3

HEINZ 004269

WeightWatchers
Smart Ones
Signature
SUNDAES
Chocolate Fudge
Brownie Sundae
New!
2 INDIVIDUAL SUNDAES
2-2.32 OZ (66 g)
NET WT. 4.64 OZ (132 g)
NEW!
PointsPlus
Weight Watchers Program
With Increased Dairy Target
140 Calories
2.5g Fat
For more tips, ideas and inspiration, visit eatyourbest.com.
Chocolate Fudge Brownie Sundae


Weight Watchers
SmartOnes
Slow Roasted Turkey Breast
Bistro SELECTIONS
with a classic pan gravy & garlic-herb mashed potatoes
NEW! PointsPlus Weight Watchers Program With Increased Daily Target
200 Calories | 7g Fat
KEEP FROZEN
COOK THOROUGHLY · SEE COOKING INSTRUCTIONS
NET WT. 9.0 OZ (255 g)
MICROWAVE OVEN ONLY:
Slow Roasted Turkey Breast
NEW Weight Watchers PointsPlus™ Program!
PointsPlus™ values now on all Weight Watchers® Smart Ones® products!
Same Great Product!
Increased Daily Target!
Nutrition Facts
Not a member? Visit WeightWatchers.com or call 1 (800) 651-6000 for more information.
For more tips, ideas and inspiration, visit eatyourbest.com.

Weight Watchers
Smart Ones
FRUIT INSPIRATIONS
Orange Sesame Chicken
breaded chicken tenderloins in a zesty sesame orange sauce with rice
NEW!
PointsPlus
Weight Watchers Program With Increased Daily Target
320 Calories
8g Fat
KEEP FROZEN
COOK THOROUGHLY - SEE COOKING INSTRUCTIONS
NET WT. 9.0 OZ (255 g)
Orange Sesame Chicken
NEW Weight Watchers PointsPlus Program!
PointsPlus values now on all Weight Watchers Smart Ones products!
Same Great Product!
Increased Daily Target!
Nutrition Facts


WeightWatchers
SmartOnes
Cranberry Turkey Medallions · Médaillons de dinde aux canneberges
GOURMET
255 g
NEW! NOUVEAU!
PointsPlus
Weight Watchers Program
Programme Weight Watchers
250 Calories
2g Fat·Lipides
0 57000 03661 4
Nutrition Facts
Valeur nutritive
Calories / Calories 250
Fat / Lipides 2 g
Sodium / Sodium 460 mg
Carbohydrate / Glucides 43 g
Fibre / Fibres 4 g
Sugars / Sucres 19 g
Protein / Protéines 16 g
Vitamin A / Vitamine A
Vitamin C / Vitamine C
Calcium / Calcium
Iron / Fer
MICROWAVE OVEN ONLY:
74°C
Same Great Product!
Même excellent produit!
Increased Dairy Target!
Objectif quotidien accru!

Coming Soon – Details in March

Weight Watchers Smart Ones

Coming Soon – Details in March

Weight Watchers Smart Ones

Introducing: Satisfying Selections

Weight Watchers SmartOnes

First Ship: May 16, 2011

Sesame Chicken

Chicken & Broccoli Alfredo

Ziti with Meatballs & Cheese

Chicken with Broccoli & Cheese

Chicken Teriyaki Stir Fry (Non-Trad.)

Eat Smart Tonight

With Just the Right Balance of Low Fat and Low Calories!

MANUFACTURER'S COUPON | EXPIRATION DATE

SAVE $.00

ON ANY FROZEN ENTREE FROM WEIGHT WATCHERS

282102

Coupon good only on Weight Watchers product specified. Any other use constitutes fraud. Limit one coupon per purchase. RETAILER: Send this coupon after redemption to: Weight Watchers Gourmet Food Co., Box 870131, El Paso, TX 88587-0131 for reimbursement of face value plus 8¢ handling. Void where prohibited, taxed or restricted by law. Cash value 1/100 of 1¢. Good only in the U.S.A. ©1997 Weight Watchers International Inc. owner of the trademark WEIGHT WATCHERS. All rights reserved.

5 25800 11001 3 (8100)0 28210

MANUFACTURER'S COUPON | EXPIRATION DATE

SAVE $.00

ANY FROZEN DESSERT FROM WEIGHT WATCHERS

282110

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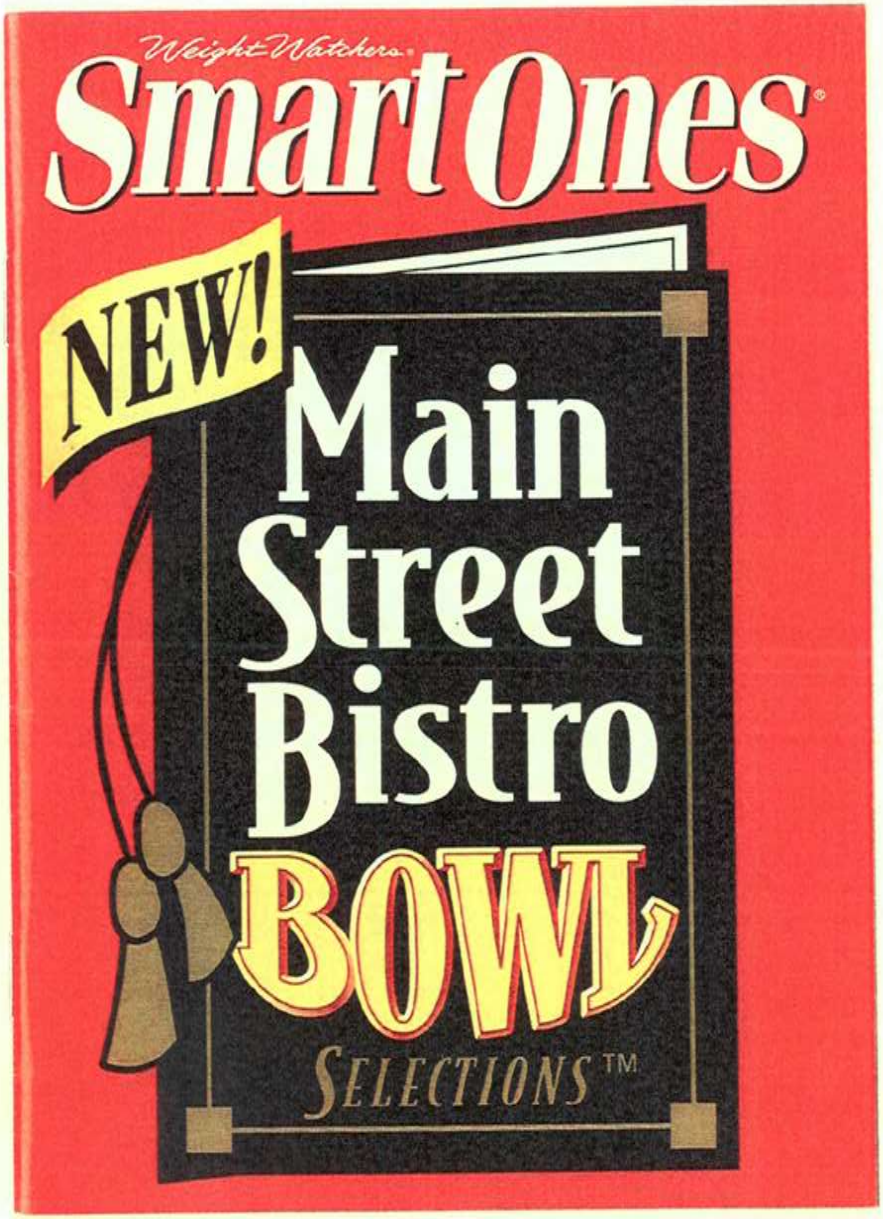
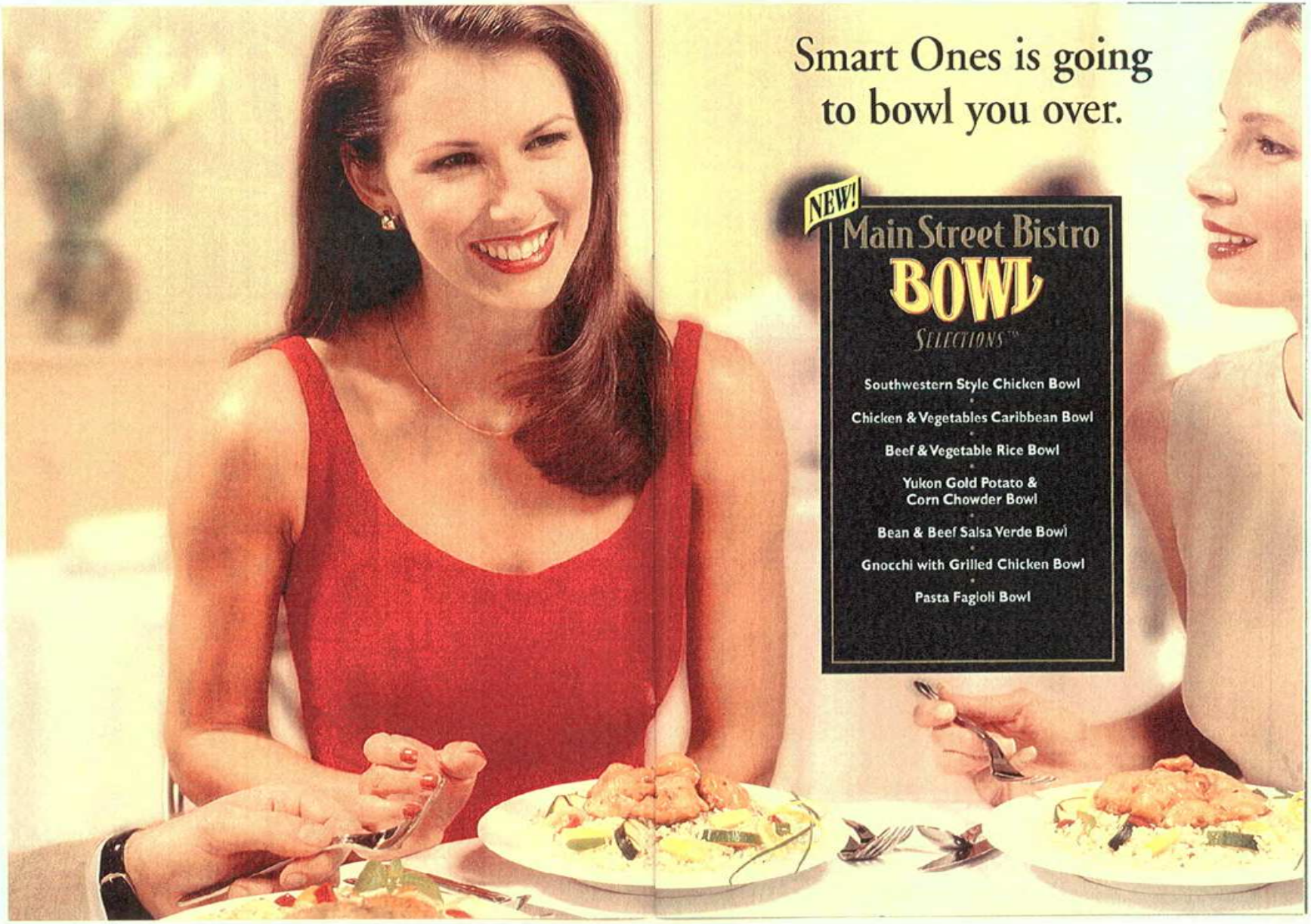
5 25800 12001 2 (8100)0 28211


Weight Watchers
Smart Ones
NEW!
Main Street Bistro
BOWL
SELECTIONS™



Shopping List

MANUFACTURER'S COUPON | EXPIRES 12/31/01

SAVE 50¢

on any 4

Weight Watchers® SmartOnes®

Main Street Bistro SELECTIONS™

Frozen Entree

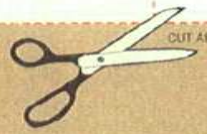
MANUFACTURER'S COUPON | EXPIRES 12/31/01

SAVE 25¢

on any 1

Weight Watchers® SmartOnes®

Frozen Dessert



CUT ALONG DOTTED LINES

MANUFACTURER'S COUPON | EXPIRES 12/31/01

SAVE 25¢

on any 1

Weight Watchers® SmartOnes®

Frozen Dessert

CONSUMER: Coupon good only on Weight Watchers® product specified. Void if copied, transferred, prohibited or restricted. LIMIT ONE COUPON PER PURCHASE. **RETAILER:** Heinz Frozen Food Company will reimburse you for the face value of this coupon plus 8¢ handling if redeemed in compliance with our redemption policy (available upon request). Cash value 1/100 of 1¢. Good only in the U.S.A. Send coupon to: Heinz Frozen Foods, P.O. Box 870131, El Paso, TX 88587-0131. ©2001 Weight Watchers International, Inc. WEIGHT WATCHERS on foods and beverages is the registered trademark of WEIGHT WATCHERS Foods LLC and is used under license.

284850

5 25800 12025 8 (8100)0 28485

CUT ALONG DOTTED LINES

MANUFACTURER'S COUPON | EXPIRES 12/31/01

SAVE 50¢

on any 4

Weight Watchers® SmartOnes®

Main Street Bistro SELECTIONS™

Frozen Entree

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284843

5 25800 11041 9 (8100)0 28484

MANUFACTURER'S COUPON | EXPIRES 12/31/01

SAVE 75¢

on any 2 jars of Heinz Pickles

CUT ALONG DOTTED LINES

MANUFACTURER'S COUPON | EXPIRES 12/31/01

SAVE 55¢

on any 1

Weight Watchers®

Breakfast Foods

HEINZ 001998

MANUFACTURER'S COUPON | EXPIRES 12/31/01

SAVE 55¢

on any 1

Weight Watchers

Breakfast Foods

Dealer: To redeem this coupon, mail to **CMS Dept. #23254, The Hain Food Group, Inc., 1 Fawcett Drive, Del Rio, TX 78840.** We will reimburse you the face value of this coupon plus 8¢ handling provided it is redeemed by a customer at the time of purchase on the brand specified. Coupons not properly redeemed will be void and held. Reproduction of this coupon is expressly prohibited. (Any other use constitutes fraud.) Cash value .001¢. Void where taxed or restricted. ©2001 Weight Watchers International, Inc. WEIGHT WATCHERS on foods and beverages is the registered trademark of WEIGHT WATCHERS Foods LLC and is used under license.

LIMIT ONE COUPON PER ITEM PURCHASED.

25029

5 75165 00055 9 (8100) 0 25029

MANUFACTURER'S COUPON | EXPIRES 12/31/01

SAVE 75¢

on any 2 jars of Heinz Pickles

CONSUMER: Coupon good only in the USA on purchase of brand/size indicated. Void if copied, transferred, prohibited or restricted. **RETAILER:** Heinz USA will reimburse you for face value of this coupon plus 8¢ handling if redeemed in compliance with our redemption policy (available upon request). Cash value 1/100¢. Send coupons to: Heinz USA, P.O. Box 870125, El Paso, TX 88587-0125. LIMIT ONE COUPON PER PURCHASE.

Heinz ©2001 H.J. Heinz Company

701998

5 13000 40032 4 (8100) 0 70199

MANUFACTURER'S COUPON | EXPIRES 12/31/01

SAVE 55¢

on any 1

Weight Watchers

Snacks

MANUFACTURER'S COUPON | EXPIRES 12/31/01

SAVE $1.00

on any 1

Weight Watchers

Cookies

Oatmeal Raisin Cookies
Chocolate Chip Cookies
Vanilla Sandwich Cookies
Chocolate Sandwich Cookies
Raspberry Fruit Filled Cookies
Fig Cookies
Apple Raisin Bar Cookies

CUT ALONG DOTTED LINES

CUT ALONG DOTTED LINES

HEINZ 001999

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SAVE $1.00 on any 1

Weight Watchers

Cookies

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LIMIT ONE COUPON PER ITEM PURCHASED.

25032

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CUT ALONG DOTTED LINES

MANUFACTURER'S COUPON | EXPIRES 12/31/01

SAVE 55¢ on any 1

Weight Watchers

Snacks

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LIMIT ONE COUPON PER ITEM PURCHASED.

25030

5 75165 00055 9 (8100) 0 25030

Notes

CUT ALONG DOTTED LINES

MANUFACTURER'S COUPON | EXPIRES 12/31/01

SAVE 55¢ on any 1

Weight Watchers

Mayonnaise, Salad Dressing or Margarine

HEINZ 002000

MANUFACTURER'S COUPON | EXPIRES 12/31/01

SAVE 55¢

on any 1

Weight Watchers

Mayonnaise, Salad Dressing or Margarine

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LIMIT ONE COUPON PER ITEM PURCHASED.

25031

5 75165 00055 9 (8100) 0 25031

Notes

CUT ALONG DOTTED LINES

Layered Eggplant Salsa Verde

Crispy breaded eggplant enrobes spicy beef, vegetables, and beans in this casserole that the whole family will love. And you'll love that it can be prepared in advance and simply baked when dinner time is approaching.

2 packages Weight Watchers® **Smart Ones®** Main Street Bistro Bowl *Selections*™ Bean & Beef Salsa Verde Bowl

1 (2-pound) eggplant

1/2 cup seasoned dried bread crumbs

1/4 cup grated Parmesan cheese

1/4 cup fat-free egg substitute

2 tablespoons water

1. Cook Smart Ones® according to package directions; let cool.
2. Preheat oven to 425° F. Spray baking sheet with nonstick cooking spray.
3. Cut off about 1/2" from each end of eggplant. Cut eggplant lengthwise into 6 slices, each about 3/4" thick.
4. In shallow bowl, combine bread crumbs and cheese. In separate shallow bowl, beat together egg substitute and water. One at a time, dip eggplant slices into egg mixture, then into bread crumb mixture, turning to coat both sides. Arrange breaded eggplant slices in a single layer on prepared baking sheet.
5. Bake eggplant until browned on bottom, 20-25 minutes. Using spatula, turn slices over; bake until well browned on both sides, 15-20 minutes longer. Remove eggplant from oven; reduce oven temperature to 375° F.
6. In a 9 1/2" x 7 1/2" x 2 1/2" baking dish, arrange 3 eggplant slices in a single layer with edges touching; gently spread 1 package of **Smart Ones®** over eggplant, evenly distributing cheese. Top with another layer of eggplant, then remaining package of **Smart Ones®**. Bake, covered, until heated through and bubbly around the edges, 25-30 minutes. Remove from oven; let stand 5 minutes before serving.

Makes 4 servings; each serving provides 6 ***POINTS®***

HEINZ 002001

Fruity Chicken Salad Island Style

This fun and fancy salad will have you feeling you're on vacation each time you take a bite. Be sure the salad greens are well washed and dried so dressing adheres; you won't want to miss a single drop!

2 packages Weight Watchers® **Smart Ones®** Main Street Bistro Bowl *Selections*™ Chicken & Vegetables Caribbean

1/4 cup fat-free raspberry vinaigrette salad dressing (any fat-free fruit-flavored dressing may be substituted)

1/2 head romaine lettuce, torn into bite-size pieces

1/2 head red leaf lettuce, torn into bite-size pieces

2 cups cherry tomatoes, cut into halves, or grape tomatoes

1 medium red, green, or yellow bell pepper (or a combination of colors), seeded and cut into strips

1/2 cup raspberries or similar berry

1 medium peach or nectarine, pitted and thinly sliced

1/2 cup crumbled blue cheese

1 ounce chopped pecans

1. Cook **Smart Ones®** according to package directions.
2. Transfer liquid from **Smart Ones®** to small saucepan; combine solids in medium mixing bowl and set aside. Add salad dressing to **Smart Ones®** liquid; bring to a boil. Reduce heat to low; cook, stirring constantly, until mixture is reduced by about half, 3-4 minutes. Pour over **Smart Ones®** solids; toss to combine. Refrigerate, covered, until chilled.
3. In large salad bowl combine romaine and leaf lettuces, tomatoes, bell pepper strips, berries, and peach slices; toss to combine. Add chilled **Smart Ones®** mixture; toss again.
4. Divide salad onto 4 plates; top each portion with 2 tablespoons blue cheese and 1/4 of the pecans.

Makes 4 servings; each serving provides 6 ***POINTS®***

One-Day Sample Menu using Weight Watchers® Smart Ones® Main Street Bistro Bowl *Selections*™

Total *POINTS®* used for the day: 24

Breakfast:	***4 POINTS***
1 1/2 cup strawberries	1
3/4 bran flakes	1
1 cup fat-free milk	2
Lunch:	***9 POINTS***
2 cups mixed green salad	0
with 1 teaspoon oil plus balsamic vinegar	1
1 Weight Watchers® **Smart Ones®** Main Street Bistro Bowl *Selections*™ Pasta Fagioli	5
1 slice (1 ounce) Italian bread	2
with 1 teaspoon margarine or butter	1
Iced Tea	0
Dinner:	***8 POINTS***
1 cup vegetable soup	2
1 grilled swordfish steak with lemon wedges	4
1/2 cup cooked brown rice with chopped red bell pepper and onion	2
6 steamed asparagus spears	0
1 cup low-calorie gelatin	0
Sparkling water	0
Snack:	***3 POINTS***
1 Weight Watchers® **Smart Ones®** Frozen Chocolate Mousse Bar	1
1 cup fat-free milk	2


NEW!
Main Street Bistro
BOWL
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Smart Ones
When you're smart, it shows!
Complement Your Main Street Bistro Selections with a delicious Smart Ones® dessert.
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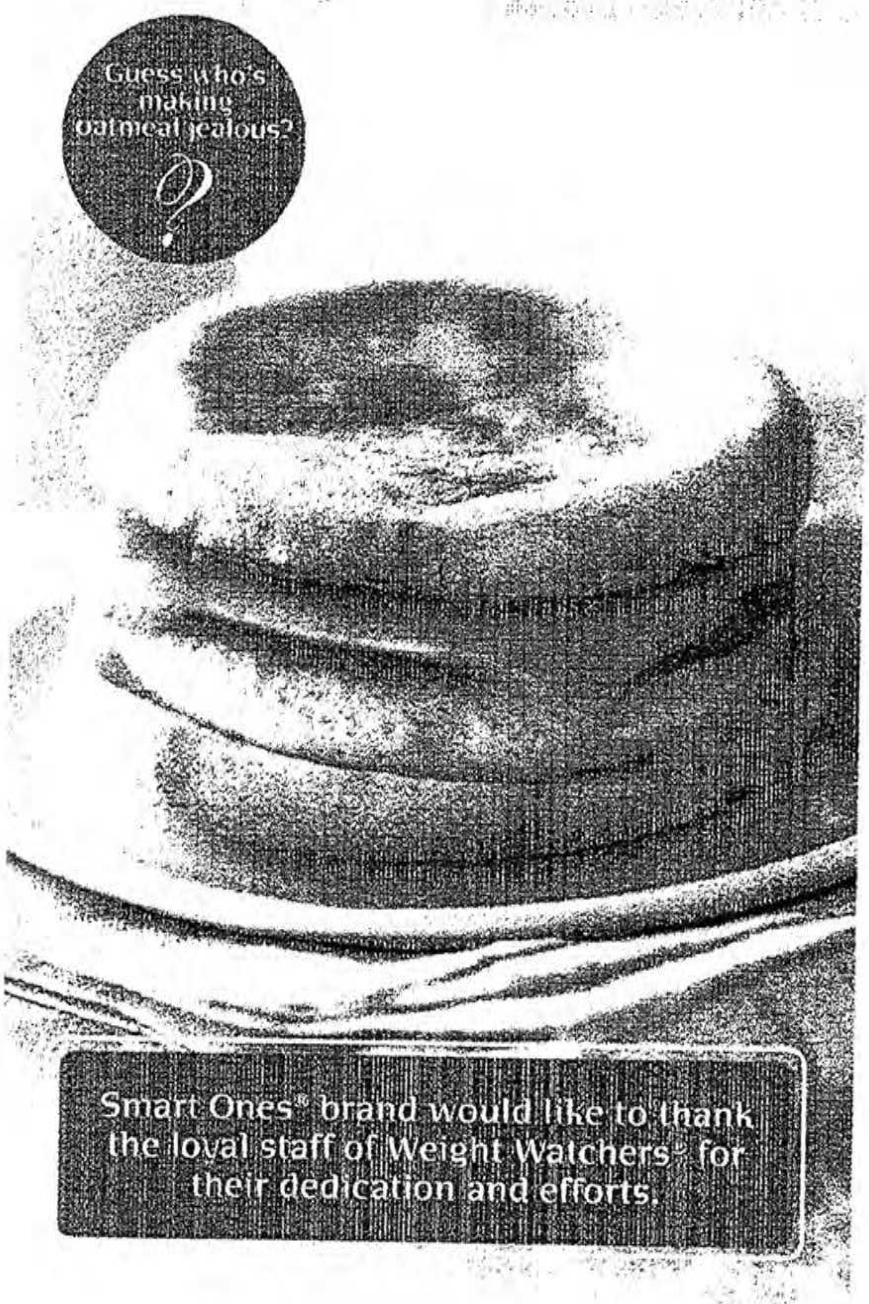
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Smart Ones® brand would like to thank the loyal staff of Weight Watchers® for their dedication and efforts.


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an online community where you'll find expert advice, recipes, discussion with others and more - all designed to help you maintain a healthy lifestyle.
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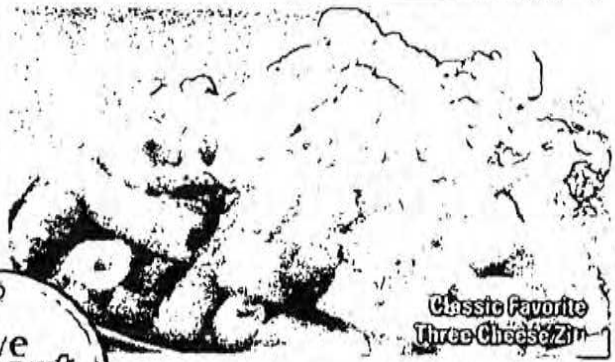
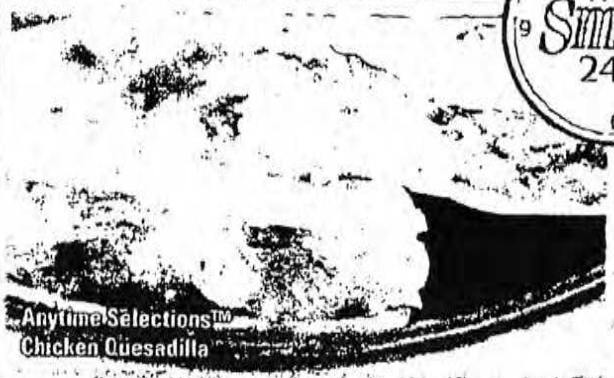
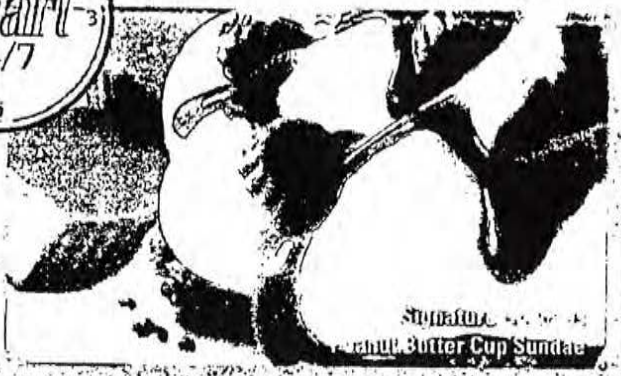


live Smart 24/7





MANUFACTURER'S COUPON **DO NOT DOUBLE** EXPIRES 9/30/08

Purchase any five (5)
Weight Watchers® Smart Ones® products and
get a Weight Watchers® Smart Ones® dessert

FREE

Max Value: $2.99 Actual Price: _____

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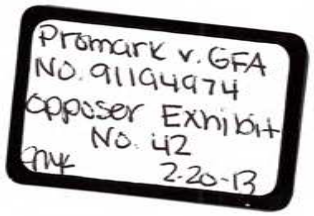
Delicious meals ready in minutes, for any time of day.

Weight Watchers Smart Ones

Weight Watchers® Smart Ones®
Ad Examples

September 20, 2011



Food with Principles...

Banner Ads – August 2010

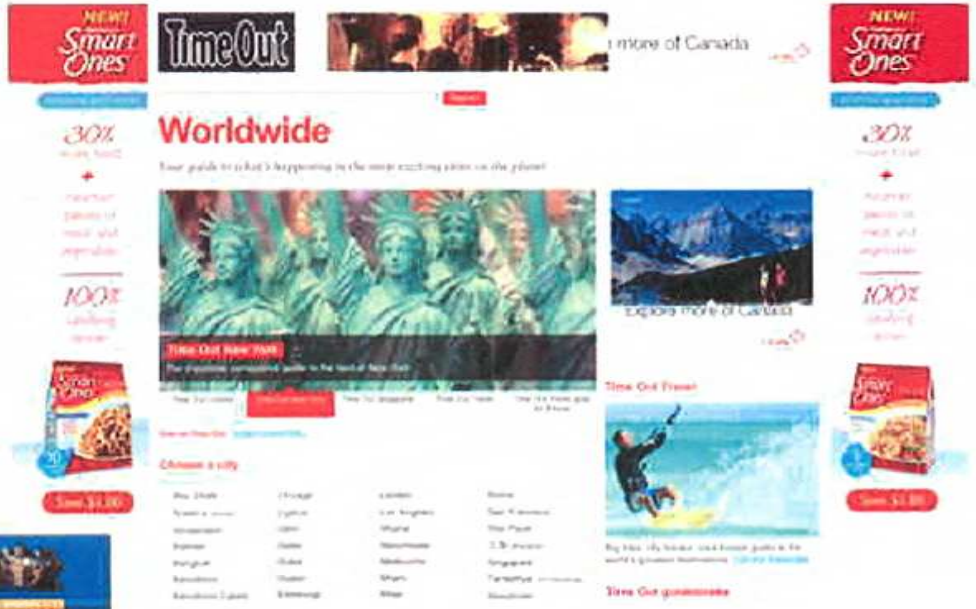
Food with Principles...

Banner Ads – February 2011

Food with Principles...

Banner Ads – August 2011

Weight Watchers Smart Ones



Food with Principles ...

Banner Ads – August 2011

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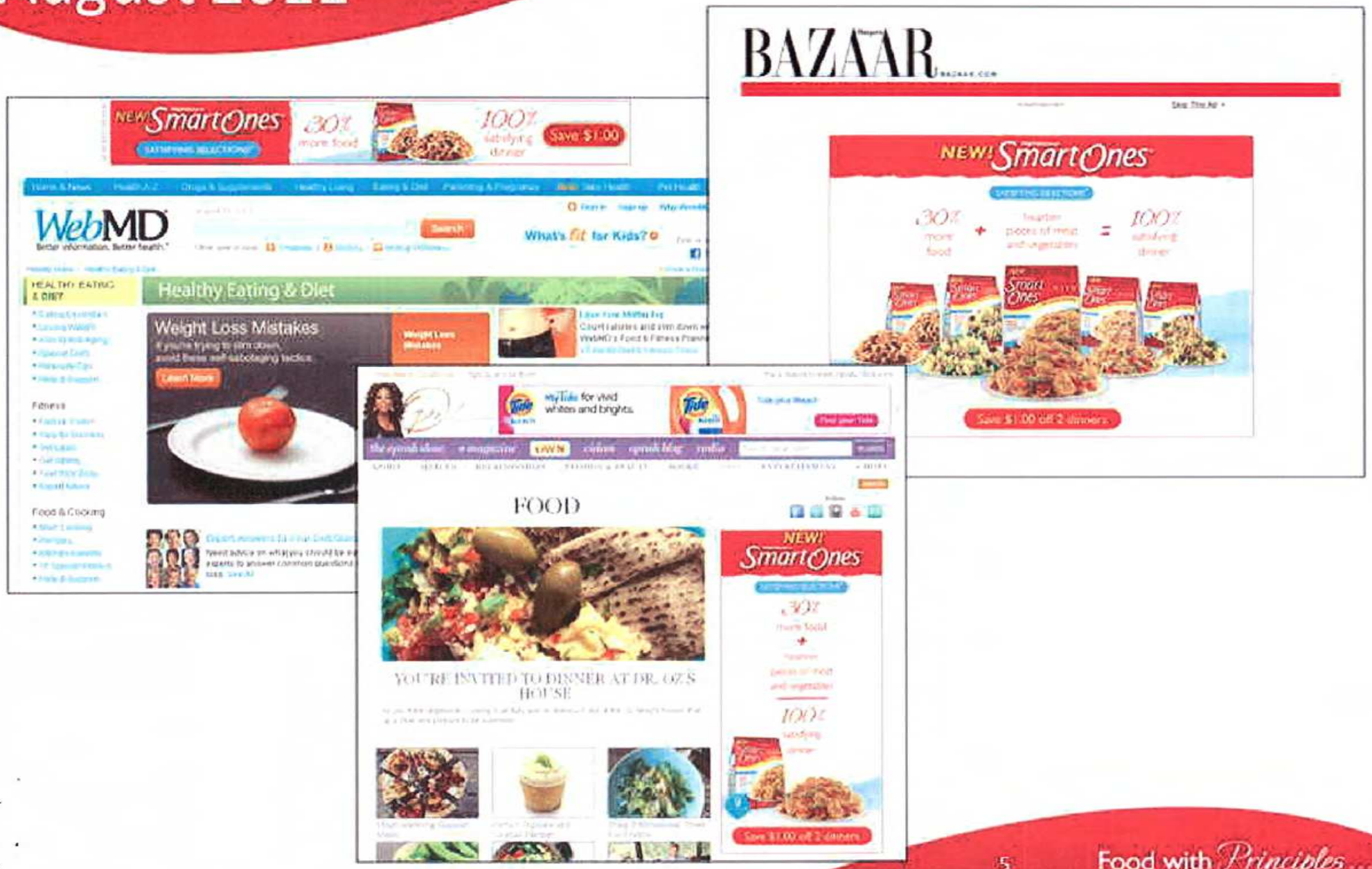

Food with Principles ...

Email – 2010

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> Entrées
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Main Ingredient: all Calories: all POINTS® Values: all PointsPlus® Values: all
Product Name
Calories
POINTS® Values
PointsPlus® Values
Angel Hair Marinara 230 4 6
Breakfast Quesadilla 230 4 5
Broccoli & Cheddar Roasted Potatoes 240 5 6
Brownie A La Mode 200 4 5
Canadian Style Bacon English Muffin Sandwich 210 4 6
Cheese Pizza Minis 270 5 7
Cheesy Scramble with Hashbrowns 210 4 5
Chicken & Broccoli Alfredo 300 8
Chicken & Cheese Quesadilla 210 4 5
Chicken & Mushroom Florentine Smart Mini Wraps 220 4 5
Chicken Bruschetta Grilled Flatbread 310 6 8
Chicken Carbonara 260 5 7
Chicken Enchiladas Monterey 310 6 8
Chicken Enchiladas Suiza 290 6 7
Chicken Fettucini 290 6 7
Chicken Marinara with Mozzarella Cheese Grilled Flatbread 290 6 7
Chicken Marsala 160 3 4
Chicken Oriental 230 4 6
Chicken Parmesan 290 5 7
Chicken Ranchero Smart Mini Wraps 220 4 5
Chicken Santa Fe 140 2 3
Chicken Teriyaki Stir Fry 340 9
Chicken with Broccoli & Cheese 340 9
Chocolate Chip Cookie Dough Sundae 170 3 4
Chocolate Éclair 140 3 4
Advanced Search
Main Ingredients
Beef Pasta
Eggs Seafood
Cheese Turkey
Chicken Vegetables
Sausage/Pork Fruit
Meatless all
Calories
Under 150 250-300
150-200 300+
200-250 all
POINTS® Values
2-3 4-5 6+ all
PointsPlus® Values
3-4 5-6 7+ all
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Chocolate Fudge Brownie Sundae	140	3	4
Cranberry Turkey Medallions	250	4	6
Creamy Parmesan Chicken	210	4	5
Creamy Rigatoni with Broccoli & Chicken	280	5	7
Double Fudge Cake	170	3	4
Egg, Sausage and Cheese Smart Morning Wrap	240	5	6
English Muffin Sandwich	210	4	5
Fajita Chicken Pizza	380	7	10
Fettucini Alfredo	240	4	6
Fiesta Quesadilla	230	4	5
Four Cheese Pizza	380	7	10
French Toast with Turkey Sausage	280	6	7
Ham and Cheese Scramble	220	5	5
Home Style Beef Pot Roast	180	3	4
Key Lime Pie	190	4	5
Lasagna Bake with Meat Sauce	270	5	7
Lasagna Florentine	310	6	7
Lemon Herb Chicken Piccata	230	4	6
Macaroni & Cheese	270	5	7
Meatloaf	240	5	6
Mini Cheeseburgers	200	4	5
Mini Rigatoni with Vodka Cream Sauce	290	6	8
Mint Chocolate Chip Sundae	150	3	4
Mocha Fudge Sundae	160	3	4
Orange Sesame Chicken	320	7	8
Pasta Primavera	250	5	6
Pasta with Ricotta and Spinach	280	5	7
Peanut Butter Cup Sundae	170	3	4
Pepperoni Pizza	410	8	11
Pepperoni Pizza Minis	280	5	7
Ravioli Florentine	270	5	7
Roast Beef in Gravy	230	5	6
Salisbury Steak (9.0 oz.)	230	4	6
Salisbury Steak (9.5 oz.)	280	6	7
Santa Fe Style Rice & Beans	310	6	8
Savory Steak & Ranch Grilled Flatbread	300	6	8

Sesame Chicken	360	--	9
Shrimp Marinara	180	3	5
Slow Roasted Turkey Breast	200	4	5
Southwestern Style Chicken Fiesta Grilled Flatbread	310	6	8
Spaghetti with Meat Sauce	290	5	7
Spicy Szechuan Style Vegetable & Chicken	240	4	6
Strawberry Shortcake	170	4	5
Stuffed Breakfast Sandwich	240	5	6
Stuffed Turkey Breast	260	5	6
Swedish Meatballs	270	5	7
Sweet & Sour Chicken	200	4	5
Teriyaki Chicken & Vegetables	230	4	6
Thai Style Chicken & Rice Noodles	260	5	7
Three Cheese Macaroni	300	6	6
Three Cheese Ziti Marinara	300	6	8
Traditional Lasagna with Meat Sauce	300	6	7
Tuna Noodle Gratin	240	5	6
Turtle Sundae	130	3	4
Vegetable Pizza Minis	270	5	7
Ziti with Meatballs & Cheese	390	--	10

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Welcome

Welcome to the Weight Watchers® Smart Ones® Community. Please join us on the message boards to introduce yourself. Do you often unwind with a good book after a long day? We're talking about our favorite books. Sgrover is looking for different ways to prepare ground beef dishes. Do you have a recipe to share with us? Don't forget that you can find a new recipe or post an old favorite in our Recipe Box. You can also find topics to discuss on our message boards and our member blogs. Have fun, and please get in touch with me if you need anything! -- Miss S.O., your Community Manager

join now

Share your smart tip!

Have a tip for making smart food choices?

Share your tip, and it could be featured on a Weight Watchers® Smart Ones® package!

» Share Your Tip

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New Here...help, posted by dkn2306 5 hours ago

Walking, posted by GoingForIt 2 days ago

One Week left!, posted by Chris728 3 days ago

To making it count, posted by bridge92 3 days ago

New on this, posted by inesgonzalez6 6 days ago

Most Recent Discussions more discussions

Re: Looking for new and exciting use for hamburger, added by Chris728 4 hours ago

Re: Looking for new and exciting use for hamburger, added by sgrover6 6 hours ago

Re: New & READY, added by GoingForIt 1 day ago

a a and and birmingham birmingham breakfast breakfast Christmas Christmas *dessert dessert* diet diet **entree entree** *experts experts* i i life life lisbon lisbon london london market market **member of the month cat member of the month cat**

Re: How to get back on the horse!, added by sgrover6 1 day ago

Re: New & READY, added by Chris728 2 days ago

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Community Rules
Help

Breakfast

Weight Watchers® Smart Ones® Morning Express™

Our breakfast items are an assortment of delicious, well-balanced breakfast options so you can eat a "good for you" breakfast any morning you choose.


French Toast with Turkey Sausage


Egg, Sausage and Cheese Smart Morning Wrap


Ham and Cheese Scramble


Cheesy Scramble with Hashbrowns


Breakfast Quesadilla


Stuffed Breakfast Sandwich


Canadian Style Bacon English Muffin Sandwich


English Muffin Sandwich

Breakfast Articles

>> Be A Caffeine Connoisseur
>> Best Foods for Breakfast...
>> Breakfast With Benefits
>> Changing Breakfast Habits
>> Morning Myths...Debunked!
>> Warm Breakfast Options

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Desserts

From Weight Watchers® Smart Ones®

So delicious, so satisfying...and another little way you can be good today.


Chocolate Fudge Brownie Sundae


Turtle Sundae


Chocolate Chip Cookie Dough Sundae


Peanut Butter Cup Sundae


Strawberry Shortcake


Key Lime Pie


Double Fudge Cake


Chocolate Éclair


Mint Chocolate Chip Sundae


Brownie A La Mode


Mocha Fudge Sundae

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Entrées

From Weight Watchers® Smart Ones®

We have many enticing new flavors, and many of your favorites have been improved. Eating smart has been taken to a whole new level of deliciousness.

Classic Favorites

Bistro Selections™

Artisan Creations

Fruit Inspirations™

Satisfying Selections™

>> View all Entrées

Snacks

Weight Watchers® Smart Ones® Anytime Selections™

Weight Watchers® Smart Ones® Anytime Selections™ are a great way to keep eating right on busy days. They're warm, satisfying and delicious... they're even fork-free. Just cook, grab and go!


Mini Cheeseburgers


Chicken Ranchero Smart Mini Wraps


Chicken & Mushroom Florentine Smart Mini Wraps


Cheese Pizza Minis


Pepperoni Pizza Minis


Vegetable Pizza Minis


Chicken & Cheese Quesadilla


Fiesta Quesadilla

Save $1.00
on any 5
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Create a Smart Lifestyle with Mindful Food Choices

Surely you know people whose lives revolve around their ability to eat healthy – whether they've been "good" or "bad." This may even describe you. The problem is that structuring your life this way may take away from you truly enjoying it. Eating in a way that supports a healthy lifestyle should be integrated into the various aspects of your life instead of being the main focus.

At home

Stock your kitchen so that it's easy for you to make smart food choices. Give your pantry a makeover by getting rid of foods that are too tempting or tucking them away in a far corner. Stock up on foods and ingredients that you need for healthful meals, such as canned beans, brown rice, whole wheat pasta, pasta sauce, cereal, and other non-perishables. Also, try limiting your selection of snack foods, as Penn State researchers found that more variety can lead to eating more. Have plenty of fresh fruits and vegetables in the refrigerator, but make sure to buy smaller amounts of perishable items such as berries and baby lettuce. Lastly, stock your freezer with prepared meals, chicken, meat, frozen vegetable assortments, and other meal supplies.

At work

Develop your lunch and snack style around the food that is available at work. If the cafeteria has plenty of non-greasy, veggie-packed choices like salads and soups, you may want to buy your lunch. If your choices consist of burgers, mayonnaise-laden salads, sandwiches, and fried foods, bringing your lunch is your best option. Use freezer packs and an insulated bag to keep your meal cold, unless you have access to a refrigerator and/or freezer. Bring a healthy and filling snack that combines fruits or vegetables, a protein such as cheese or peanut butter, and whole grain foods such as pita wedges or crackers. When coworkers bring in goodies, develop your own personal strategy for managing the amount that you consume. Limiting or avoiding such treats is the best approach!

At a restaurant

Smart diners do their homework ahead of time and ask plenty of questions. Look for a posted menu online so that you can start thinking about what to order before you go to the restaurant. Depending on the restaurant, calorie information may even be available on the menu. At the restaurant, ask for as much detail as you need regarding how a dish is prepared, how big the portion is, and what side dishes are included. Inquire about substitutions such as a salad (dressing on the side) instead of fries, grilled instead of sautéed, and wine-based sauce rather than cream sauce. Your meal may not come out exactly as you pictured, so take a deep breath, de-stress, and do the best you can. Make adjustments to the next day's meals if you think you overate and remember to keep up your activity to help maintain that healthy lifestyle!

Healthy Eating Experts

When it comes to healthy living, sometimes you need a little advice. That's where our panel of experts comes in!

Mindy Hermann

Hi, I'm Mindy Hermann and I'm all about eating well to stay healthy rather than just to lose weight. From my days as "Good Morning America's" on-air nutritionist to my contributions to the American Medical Association's Family Health Cookbook, one of my favorite things to do is share the knowledge I've gained as a registered dietitian with others.

I love to cook foods from around the world and am pretty good at tinkering with recipes to create dishes that are healthy and also taste great. Breakfast is an every day meal for me – I couldn't get through my busy morning without it! Get to know me and you'll hear the ins and outs of a healthy lifestyle and how you can live longer, better.

Featured Article

Making Sense of Sodium

The Nutrition Facts panel lists several nutrients that are important to health, including calories, fat, protein, and sodium. Sodium is a mineral, one of two in table salt (sodium chloride).

» Read full article

Ida Laquatra

I'm dietician Ida Laquatra and I'm no stranger to healthy living or hectic lifestyles. I am dedicated to helping people eat well and live healthily. In fact, a few years ago, Pennsylvania named me its Outstanding Dietician of the Year.

At home with my teenage daughter, I usually only have time for a glass of orange juice or skim milk before heading out the door, but always keep a box of oatmeal at my desk or string cheese in the fridge to start the morning off with a nutritious and convenient breakfast. I'm excited to share my insights with the masses and teach Community members the value of good nutrition.

Featured Article

Make a Meal More Satisfying

Whole grains are the rage right now and for good reason. Americans do not get enough fiber in their diets and whole grains are a great way to boost fiber intake! So, what's so terrific about fiber?

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Angel Hair Marinara

Tender angel hair pasta in a delicious marinara sauce with spinach, yellow and green zucchini.

Cal	Fat	Fiber	Protein	Carbs
230	4g	4g	9g	40g

Nutritional Information

Serving Size	283g
Calories	230
Total Fat	4g
Cholesterol	0mg
Sodium	650mg
Total Carbohydrates	40g
Protein	9g

» See all Nutrition Facts

Product Rating

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Breakfast Quesadilla

Breakfast Quesadilla with egg whites, cheese, vegetables and turkey bacon.

Cal	Fat	Fiber	Protein	Carbs
230	7g	7g	12g	29g

Nutritional Information

Serving Size	113g
Calories	230
Total Fat	7g
Cholesterol	15mg
Sodium	580mg
Total Carbohydrates	29g
Protein	12g

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Product Rating

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Broccoli & Cheddar Roasted Potatoes

Roasted russet potatoes topped with broccoli and cheddar cheese sauce.

Cal	Fat	Fiber	Protein	Carbs
240	7g	4g	10g	35g

Nutritional Information

Serving Size	283g
Calories	240
Total Fat	7g
Cholesterol	20mg
Sodium	520mg
Total Carbohydrates	35g
Protein	10g

» See all Nutrition Facts

Product Rating

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Brownie A La Mode

Lowfat vanilla-flavored ice cream over a moist brownie with fudge topping.

Product Rating

Rate this product

Like 11 people like this.

Cal	Fat	Fiber	Protein	Carbs
200	4g	3g	5g	36g

Nutritional Information

Serving Size	89g
Calories	200
Total Fat	4g
Cholesterol	25mg
Sodium	160mg
Total Carbohydrates	36g
Protein	5g

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Canadian Style Bacon English Muffin Sandwich

Canadian Style Bacon English Muffin Sandwich with egg whites and cheese.

Product Rating

Rate this product

Like 65 people like this.

Cal	Fat	Fiber	Protein	Carbs
210	6g	2g	13g	27g

Nutritional Information

Serving Size	1 (113g)
Calories	210
Total Fat	6g
Cholesterol	25mg
Sodium	510mg
Total Carbohydrates	27g
Protein	13g

» See all Nutrition Facts

Find this Product

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Cheese Pizza Minis

Flavorful blend of reduced fat mozzarella, asiago, and parmesan cheeses with a zesty tomato sauce.

Cal	Fat	Fiber	Protein	Carbs
270	8g	6g	13g	37g

Nutritional Information

Serving Size	124g
Calories	270
Total Fat	8g
Cholesterol	10mg
Sodium	490mg
Total Carbohydrates	37g
Protein	13g

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Product Rating

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Chicken & Broccoli Alfredo

white meat chicken and pasta with broccoli in alfredo sauce

Product Rating

Rate this product

Like 10 people like this.

Cal	Fat	Fiber	Protein	Carbs
300	4g	4g	28g	39g

Nutritional Information

Serving Size	331g
Calories	300
Total Fat	4g
Cholesterol	50mg
Sodium	660mg
Total Carbohydrates	39g
Protein	28g

» See all Nutrition Facts

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Chicken & Mushroom Florentine Smart Mini Wraps

Grilled white meat chicken in a rich cream sauce with mushrooms & spinach and a blend of Mozzarella & Swiss cheeses in a soft tortilla.

Cal	Fat	Fiber	Protein	Carbs
220	5g	7g	12g	30g

Nutritional Information

Serving Size	113g
Calories	220
Total Fat	5g
Cholesterol	15mg
Sodium	510mg
Total Carbohydrates	30g
Protein	12g

» See all Nutrition Facts

Product Rating

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Chicken Bruschetta Grilled Flatbread

Grilled white meat chicken, tomatoes, roasted red bell peppers and reduced fat mozzarella cheese with a creamy roasted garlic sauce on a flatbread.

Cal	Fat	Fiber	Protein	Carbs
310	8g	4g	17g	42g

Nutritional Information

Serving Size	1
Calories	310
Total Fat	8g
Cholesterol	20mg
Sodium	570mg
Total Carbohydrates	42g
Protein	17g

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Product Rating

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Chicken Enchiladas Monterey

Two white corn flour tortilla filled with tender chicken, smothered in a spicy tomato sauce and pepper sauce paired with a side of southwest style rice and corn.

Cal	Fat	Fiber	Protein	Carbs
310	10g	5g	12g	41g

Nutritional Information

Serving Size	269g
Calories	310
Total Fat	10g
Cholesterol	25mg
Sodium	730mg
Total Carbohydrates	41g
Protein	12g

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Product Rating

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Four Cheese Pizza

Blend of reduced fat Mozzarella, Asiago, Parmesan & Romano cheeses with a zesty tomato sauce on a stone fired crust.

Cal	Fat	Fiber	Protein	Carbs
380	7g	6g	17g	64g

Nutritional Information

Serving Size	170g
Calories	380
Total Fat	7g
Cholesterol	10mg
Sodium	660mg
Total Carbohydrates	64g
Protein	17g

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Product Rating

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Home Style Beef Pot Roast

With carrots, onions, potatoes, green beans, & gravy.

Cal	Fat	Fiber	Protein	Carbs
180	4.5g	4g	17g	18g

Nutritional Information

Serving Size	255g
Calories	180
Total Fat	4.5g
Cholesterol	25mg
Sodium	670mg
Total Carbohydrates	18g
Protein	17g

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Product Rating

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Lasagna Florentine

Rich, five layer lasagna with ricotta cheese, zucchini & spinach.

Cal	Fat	Fiber	Protein	Carbs
310	11g	4g	14g	40g

Nutritional Information

Serving Size	297g
Calories	310
Total Fat	11g
Cholesterol	20mg
Sodium	560mg
Total Carbohydrates	40g
Protein	14g

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Product Rating

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Mini Rigatoni with Vodka Cream Sauce

Al dente pasta with a creamy tomato vodka sauce and reduced fat mozzarella cheese.

Cal	Fat	Fiber	Protein	Carbs
290	6g	5g	13g	48g

Nutritional Information

Serving Size	255g
Calories	290
Total Fat	6g
Cholesterol	10mg
Sodium	440mg
Total Carbohydrates	48g
Protein	13g

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Product Rating

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Mint Chocolate Chip Sundae

Low-fat mint-flavored ice cream over a chocolate cookie crust, topped with fudge sauce and mini chocolate chips.

Product Rating

Rate this product

Like 26 people like this.

Cal	Fat	Fiber	Protein	Carbs
150	3g	1g	4g	28g

Nutritional Information

Serving Size	69g
Calories	150
Total Fat	3g
Cholesterol	5mg
Sodium	130mg
Total Carbohydrates	28g
Protein	4g

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Orange Sesame Chicken

Breaded chicken tenderloins in a zesty sesame orange sauce with rice.

Cal	Fat	Fiber	Protein	Carbs
320	8g	2g	14g	48g

Nutritional Information

Serving Size	255g
Calories	320
Total Fat	8g
Cholesterol	20mg
Sodium	680mg
Total Carbohydrates	48g
Protein	14g

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Product Rating

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Santa Fe Style Rice & Beans

Spicy rice & beans with a zesty green chile & sour cream sauce, topped with cheddar cheese.

Cal	Fat	Fiber	Protein	Carbs
310	7g	4g	10g	51g

Nutritional Information

Serving Size	283g
Calories	310
Total Fat	7g
Cholesterol	15mg
Sodium	660mg
Total Carbohydrates	51g
Protein	10g

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Product Rating

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Slow Roasted Turkey Breast

With a classic pan gravy & garlic-herb mashed potatoes.

Cal	Fat	Fiber	Protein	Carbs
200	7g	2g	17g	18g

Nutritional Information

Serving Size	255g
Calories	200
Total Fat	7g
Cholesterol	40mg
Sodium	710mg
Total Carbohydrates	18g
Protein	17g

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Product Rating

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Three Cheese Macaroni

Elbow Macaroni blended with cheddar, asiago and romano cheeses.

Cal	Fat	Fiber	Protein	Carbs
300	6g	3g	14g	48g

Nutritional Information

Serving Size	255g
Calories	300
Total Fat	6g
Cholesterol	10mg
Sodium	570mg
Total Carbohydrates	48g
Protein	14g

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Product Rating

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